

FEBRUARY...

...1932

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# *The* MANUFACTURING CONFECTIONER



## SENSATION OF THE DAY!

Back in the Gay Nineties, Orange, Wintergreen, Peppermint and Lemon were the popular Flavors used for hard candies, confections, etc.

Modern day requirements, catering to critical and sophisticated appetites, demand a specialty with a tasty and attractive appeal.

The MM&R Laboratories have produced a line of Scientifically Manufactured Specialty Flavors, suitable and tested for hard candies, taffees, jellies, lollypops, fruit tablets, etc. A request for testing samples will tell you the story.

|                                 |                            |
|---------------------------------|----------------------------|
| TROPICCO MM&R (Tropical fruits) | ROOT BEER FLAVOR "C" MM&R  |
| BLACK WALNUT FLAVOR MM&R        | IMITATION ROSE FLAVOR MM&R |
| STRAWBERRY SUPERIOR             | OIL LIMES IMITATION MM&R   |
| IMITATION MAPLE FLAVOR MM&R     |                            |

### MAGNUS, MABEE & REYNARD, Inc.

32 CLIFF STREET,  
NEW YORK CITY



*Founded 1895*

29 SO. CLINTON STREET,  
CHICAGO, ILL.

# The MANUFACTURING CONFECTIONER

Vol. XII

FEBRUARY, 1932

No. 2

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*Try Our*  
**VANILLA SUGARS**  
*for use in*

**CANDIES, CHOCOLATES,  
COATINGS, ICE CREAMS  
or OTHER FOOD PRODUCTS**

We supply absolutely pure Concentrated Vanilla Sugar containing all the flavor constituents of high-grade Bourbon Vanilla. The flavor imparted by this Vanilla Sugar will not bake out nor freeze out and improves on keeping.

Alcoholic extractions of Vanilla do not equal the wonderful aroma given to food products by this **VANILLA SUGAR.**

We shall send sample and price on request—Write us.

**VANILLAPROCO, INC.**  
180 VARICK STREET, NEW YORK, N. Y.

# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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**New!**

# *Unco Brand* **WASSEROEL** **POWDER**

Experimental work and practical application indicates clearly that UNCO WASSEROEL is adaptable particularly to the confectionery manufacturing and flavoring extract fields. Not only does it serve as an emulsifying and dispensing agent, but it lends a "body" to your product—a most desirable function in certain preparations. The ready dispersion of flavoring oils in confectionery and kindred products is an important factor and the addition of specified quantities of UNCO WASSEROEL before mixing with the product, assures this action.

**EFFICIENT  
CONVENIENT  
ECONOMICAL**

for use in:  
CONFECTIONERY  
ICE CREAM  
FLAVORINGS  
BAKERS' SUPPLIES

## **UNGERER & CO.**

**13-15 West 20th Street  
NEW YORK**

**We Challenge the World to Produce a Better Coating**



*The art  
of a  
Master  
Craftsman*

*The art of fine chocolate making reaches  
its highest development in the perfection of*

## **MERCKENS FONDANT PROCESS CHOCOLATE**

Many years of practical experience are back of the composition of this master chocolate

**MERCKENS CHOCOLATE CO., Inc.**  
BUFFALO, N. Y.

**BRANCHES:**

BOSTON—131 State St.  
NEW YORK—25 W. Broadway  
LOS ANGELES—412 W. Sixth St.  
CHICAGO—Handler & Merckens, Inc.,  
180 W. Washington St.



We recommend the following brands of  
Fondant Process Chocolate:

|                  |                    |
|------------------|--------------------|
| Richmond Vanilla | Bourbon Vanilla    |
| Bonita Vanilla   | Cincinnati Vanilla |
| Yucatan Vanilla  | Brighton           |

*Let us send samples to*

*blend right with your centers*

# How much is YOUR annual tribute to SCRAP?



*High syrup density and safety of product go hand in hand. The control of syrup density by modern scientific methods is the answer to spoilage and scrap*

Thousands pay heavy tribute year in and year out to the insatiable demon Scrap. In many cases these losses might have been avoided by nothing more drastic than a simple readjustment of the sugar balance of the formula.

## Cerelose Minimizes Scrap

Cerelose—the new pure white sugar from corn—is doing its bit to take some of the hazards out of candymaking. If your creams burst, it is because their syrup density is below the danger line. Correct this costly condition by replacing a small part of the formula's ordinary sugar content with Cerelose. If your jellies "bleed" or "sweat," it is most likely a sign that you are overtaxing the moisture-holding capacity of your starch or other jelling agent. By combining the proper amount of Cerelose with the cane sugar and corn syrup of your batch, you will find that this "sweating" or "bleeding" can be entirely eliminated.

## The Answer to Many Spoilage Problems

Cerelose gives you the solution to almost the whole list of troubles ordinarily responsible for scrap—graining, premature staling, and a host of other ills. While not a cure-all, it performs a very definite and necessary function. It produces syrup densities safe from fermentation and leaking, prevents unwanted crystallization, and lengthens the shelf-life of the product generally.

## Let Us Help on YOUR Problems

Now you know why the best and most successful manufacturers of candy have adopted Cerelose as a standard basic ingredient throughout their factories. If you are having difficulty with any of the problems referred to, write us and we will show you specifically how Cerelose can be applied to their solution.

# CERELOSE

THE PURE WHITE SUGAR FROM CORN

Address correspondence to  
SALES SERVICE DEPARTMENT

## CORN PRODUCTS REFINING COMPANY

17 BATTERY PLACE

NEW YORK



**A**CTUALLY THEY COST LESS because a poor flavor is expensive to use at any price. It destroys all the effects of attractive presentation and effective merchandising methods, almost insuring against resales.

LOLLIPOPS and other similar low-priced confections may be flavored to a degree of excellence not yielding to that found in the most expensive confections and at a cost within the reach of every manufacturer. Many regular users of our FRITZBRO HARD CANDY FLAVORS report greatly increased sales of low-priced hard candies

in a year which has been generally disastrous, and attribute this almost solely to the popularity engendered by the delicious flavor of their candies.

FRITZBRO HARD CANDY FLAVORS are highly concentrated as hard candy flavors should be. They are not diluted to make the cost seem low. No alcohol or water is present to impair the physical consistency of the candy after cooking is completed.

Why spend money and effort to get all the water out of your candy only to return it in the form of a cheap diluted flavor?

*Over fifty popular flavors to choose from. Samples and full details on request.*

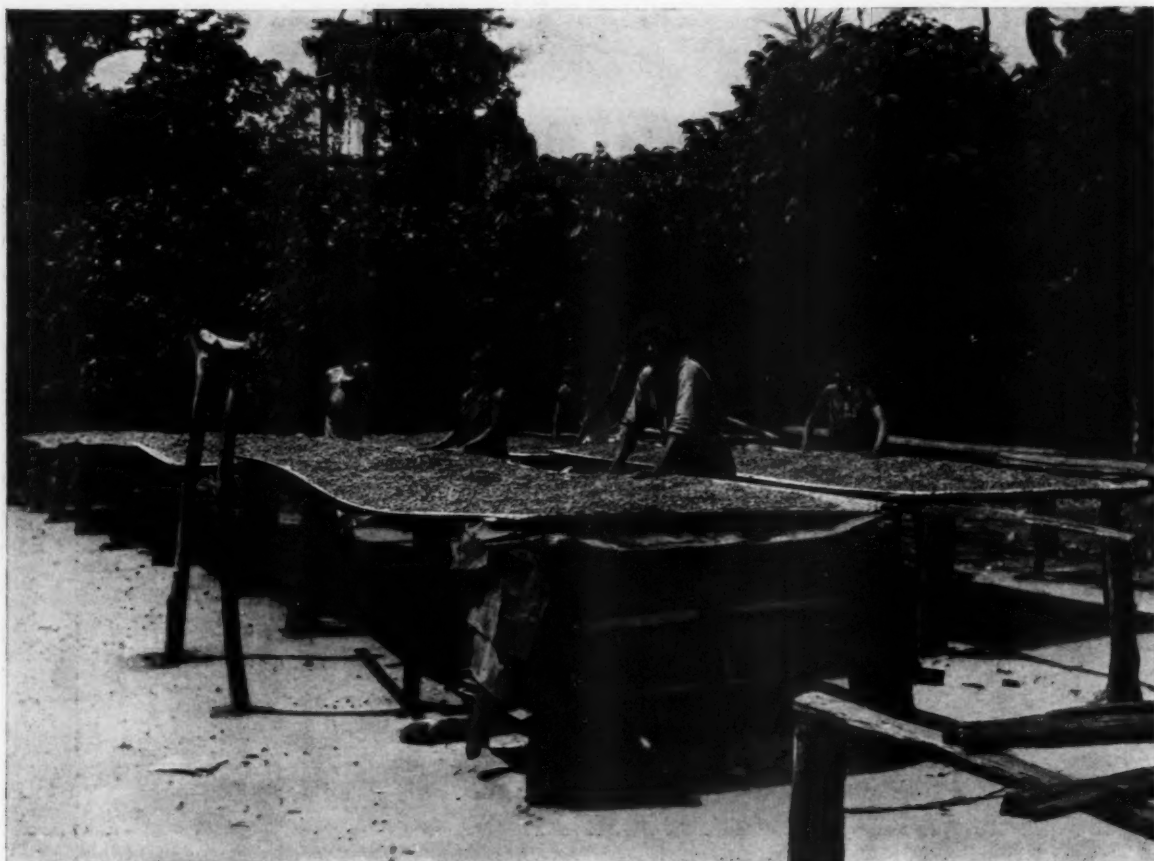
# FRITZSCHE BROTHERS, INC.

"A FLAVOR FOR EVERY PURPOSE"

78-84 BEEKMAN ST.  
NEW YORK

Fritzsche Brothers of Canada, Ltd.  
77-79 Jarvis St., Toronto

118 WEST OHIO ST.  
CHICAGO



Drying the Cocoa Beans on a tropical Plantation. Here the beans are carefully sorted and graded, prior to shipment to the GUITTARD plant in San Francisco

**T**he secret of making GUITTARD COATING begins long before its progress through the plant « « « Our modern machinery is a big factor, but most important is the **quality** of Cocoa Beans, which are carefully selected by Guittard buyers at the plantations

**GUITTARD CHOCOLATE CO**  
EST. 1868 « **SAN FRANCISCO**

FAMOUS FOR OLD DUTCH MILK AND FRENCH VANILLA COATING

# Take Your FLAVOR Problems to the F & J FLAVOR Clinic



**T**ODAY economy and real progress demand that you consult with those whom experience and study have qualified to give expert advice on any problem you may be facing. This is especially true of the problem of fitting flavors to individual needs. Guesswork has had its inning and failed to produce. Science has come to bat and is scoring victory after victory for alert flavor users who are thinking in terms of modern methods and modern results.

Here at the F & J laboratory we are inflexibly committed to the principle that a product is only as good as its flavor. If the blend isn't balanced — if the correct flavor isn't properly applied — the product can never win the popularity that spells worthwhile profits. That's why we study every formula that is submitted to us carefully

and thoroughly, and recommend only the correct grade and type of flavor that is sure to give maximum appeal to the finished product.

## *Consult with us for a Scientific Solution of Your Flavor Problem*

Consultation with our research department will cost you nothing, yet it will put in your possession the real facts concerning the

proper flavors best adapted to your particular products. Our facilities, our rich experience, and our proven ability to cope with any problem that may confront a flavor user are at your disposal. Don't keep on taking chances with haphazard methods when an accurate, scientific solution of your flavor problem is yours for the asking. Tell us what you are up against. We'll handle your communication in strictest confidence, and make our recommendations without cost or obligation.

**FOOTE & JENKS**  
INCORPORATED  
*Flavor Consultants and Manufacturers since 1884*  
**JACKSON, MICHIGAN U.S.A.**

# VARIETY *and* QUALITY WILL STIMULATE SALES

Certainly, you have observed that when people are eating Chocolates, they are constantly picking over the pieces to find something different. If the **SECOND** Chocolate is different from the **FIRST**, they will invariably try a **THIRD**; and if this again proves different, they will take "just one more." **CURIOSITY LEADS THEM ON.**

Why not avail yourself of the excellent sales possibilities which **VARIETY** is sure to bring by using **FIVE** or **SIX** of the following Dipping Fruits to put on the market an **ALL FRUIT BOX OF ASSORTED LIQUID CHOCOLATE FRUITS.**

**PINEAPPLE CUBES  
DIPPING STRAWBERRIES  
DIPPING PEACH CUBES  
DIPPING KUMQUATS  
DIPPING PRUNE PIECES  
DIPPING RAISINS  
DOMESTIC DIPPING CHERRIES  
MARASCHINO DIPPING CHERRIES**

The **VARIETY** and **QUALITY** which can be obtained with these Dipping Fruits should stimulate your sales during Winter Season.

And **THE AVERAGE COST OF THESE QUALITY DIPPING FRUITS—WHEN YOU CONSIDER THE COUNT PER CAN—SHOULD NOT BE ABOVE THAT OF DIPPING CHERRIES.**

*Write us for full particulars about Dipping Fruits*

## **Blanke-Baer Extract & Preserving Co.**

**3224 South Kingshighway**



**St. Louis, Mo., U. S. A.**

*White Stokes*

ANNOUNCE THEIR APPOINTMENT BY  
**STANDARD BRANDS, INC.**

*as Exclusive Distributors of*

**INVER-SOL**

(Fleischman's Invertase)

*To the Confectionery Trade in the United  
States and Dominion of Canada*

By this exclusive arrangement, prompt service is assured to confectioners everywhere within the territories served by this company and its branches.

Stocks of INVER-SOL will be carried at our Chicago, Brooklyn and Anaheim Plants. The quality of every pound shipped therefrom will carry with it to you the unqualified guarantee of the Fleischman Laboratories as to its purity and strength.

*All inquiries with reference to prices and sizes of packages  
of this fine product should henceforth be addressed to*

**WHITE-STOKES COMPANY, INC.**

3615-23 Jasper Place, Chicago

Branches: Brooklyn, N. Y. . . . Anaheim, Calif.

# THEIR Confidence was Justified



WHEN 169 RAILROADS FAILED IN 1893,  
JOHN H. PATTERSON SAID:

"The year has been unparalleled in the history of the United States. Great questions were to be solved, every industry was stagnant. Some closed down, some lost courage, while a few pushed ahead and worked harder than ever with confidence in the future. We did not let the hard times interfere with our work. When times got duller, we advertised the more and worked the harder."



WHEN PIG IRON DROPPED 50% IN  
1907, ANDREW CARNEGIE DECLARED:

"This panic will soon run its course and pass away leaving no impediment to the return, in due season, of another period of wholesome, because needed, expansion of our resources . . .

"We have had the greatest expansion of modern times. Reaction had to come—will prove healthful. Nothing can stave the rapid progress of the Republic. She is all right."



WHEN DEEP, DARK GLOOM RULED IN  
1921, THOMAS FORTUNE RYAN SAID:

"Our merchants have been buying only what they can sell quickly for cash. The consumer has had to listen to so much pessimistic talk that he buys only what is absolutely necessary. People everywhere have been scared. They are getting over that."

"Our people are the greatest consumers of food and manufactured articles in the world in normal times—and normal times are coming back . . ."

## AMERICA CAME THROUGH!

In 1893 stark ruin stalked through the land. 467 banks failed in a few months. Mills, furnaces and factories shut down everywhere. Bankruptcy was on every hand. America had twice as many unemployed per thousand population as she has today. But she put them all back to work.

In 1907 panic broke loose. The production of pig iron dropped 50% in less than a year. All but the strongest men lost heart—"We are ruined", they declared, "recovery cannot come in our time." Yet in two years prosperity had returned.

In 1921, when many honest and thoughtful people were predicting worse conditions, the country was already beginning to climb to the greatest era of prosperity it had ever experienced.

History tells how America has fought and won 19 major depressions. Good times always follow hard times, as surely as day follows night. Prosperity always comes back. It is coming back *this* time, too.

Above all things, let us have faith.

**America Has Beaten 19 Major Depressions  
She will Beat this one**

**THE NATIONAL PUBLISHERS ASSOCIATION**

*"As the most nearly self-contained nation, we have within our own boundaries the elemental factors for recovery."*

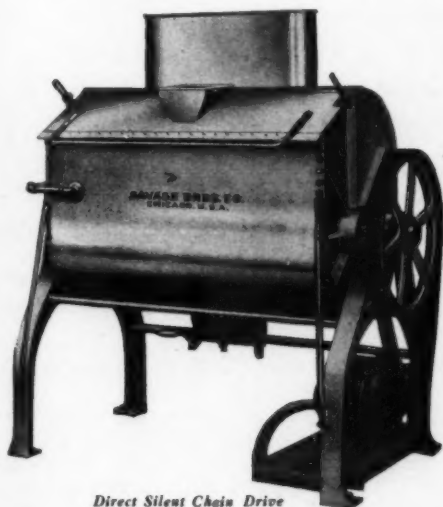
(From the Recommendations of the Committee on Unemployment Plans and Suggestions of the President's Organization on Unemployment Relief.)

**"RESULTS ARE WHAT REALLY COUNT"**

**... THE ...**

# SAVAGE Marshmallow Beater

**for**  
**INCREASED VOLUME & BETTER QUALITY**



Direct Silent Chain Drive

THE SAVAGE LATEST IMPROVED SANITARY OVAL TYPE MARSHMALLOW BEATER IS THE ANSWER FOR SUCCESS

Built for strength and durability.

Assures perfect manipulation of each batch.

Saves time, money, space and operating costs.

All Savage machines are built by experts who know the problems of the candy manufacturer.

## SPECIAL FEATURES

1. Increased beating space for volume.
2. Faster discharge of heat from batch.
3. Creates volume suction of cold air into batch.
4. No corners or pockets for germ origination.
5. Extra large water jacket for quick cooling.
6. Steam coil for tempering batch.
7. Pure block tinned, lined inside, no corrosion.
8. Double breaker bar.
9. Roller bearings thruout, LESS POWER.
10. 6" cut-off outlet valve—quick emptying.
11. 100% sanitary.
12. Inside stuffing boxes, no leakage possible.

Four Beaters of 200 pound capacity will supply a Mogul for continuous operation.

Direct Motor Drive, with Silent Chain (illustrated), or Tight and Loose Pulleys for Belt Drive.

SAVAGE MARSHMALLOW BEATERS are the standard of the trade. We have hundreds of users who swear by the performance and economies effected with our beaters, and they would not be without them. FOR VOLUME AND LIGHTNESS OF PRODUCT, the SAVAGE Beater is UNEXCELLED.

Let us have a list of your present requirements. We will gladly work with you on any of your equipment problems.

**"THE FIRST COST IS THE LAST COST"**

## A FEW SPECIALS in our REBUILT MACHINERY DIVISION

Cut-Rol Cream Center Maker, motor drive.  
100-lb. capacity Gas Vacuum Cooker, complete with motor.  
Latest type Sucker Machine with clutch, direct motor drive with 24 ft. cooling conveyor, duplex rollers, dumbbell rollers, standard sucker roller or hard goods cutting rollers.  
5 ft. Ball Cream Beater with replated bed, belt or motor drive.  
150, 300, 500 and 2,000 lb. Chocolate Melters, belt drive.  
75 gal. Steam Jacketed Fudge or Gum Cookers and Mixers, belt drive.  
40 gal. Holmberg Doub's Action Tilting Mixer, belt drive, with sprocket for three speeds.  
Model "K" Kiss Cutting and Wrapping Machine.  
Ideal Caramel Wrapper, 1"x1"x1/4" to 1/2".  
Hobart Beater, 80-qt. size, motor drive.  
Anderson Shear and Vertical Cutters, belt drive.  
150 and 200 lb. capacity Savage Marshmallow Beaters, belt and motor drive.  
38" Standard Copper Revolving Pans with steam coils, belt drive.  
5-bag Lehmann Peanut Roaster, belt drive, with cooling truck and belt drive blower.

Write or wire your requirements.  
We buy and sell.

Address:

Attention REBUILT MACHINERY DIVISION

# SAVAGE BROS. CO.

2638 Gladys Avenue CHICAGO

"Savage is still SAVAGE—Since 1855"



# DRASTIC PRICE REDUCTIONS

WE ARE NOW OFFERING THE MACHINERY OF  
**LINCOLN CHOCOLATE CO., PHILADELPHIA, PA.**

AND OTHER RECENT LIQUIDATIONS

We have drastically reduced prices on our excellent stock of most modern machinery for the manufacture of every line of candy and chocolate. Now is the time to decrease production costs. Let us help you.

**WE CAN MAKE IMMEDIATE DELIVERIES**

## 2-24" ENROBERS, N. E.

Automatic temperature central, anti-tailer, motor driven.  
24" Bottomer, N. E.  
24" Kihlgren Stroker, N. E.  
24" Cooler and Packer, N. E.  
2-Enrobers, 16", motor drive, Bottomers, Stokers, Coolers and Packers.  
Walters Basket Machines for Peanut Clusters, etc.  
300 to 2000 lb. Chocolate Melters.  
Forgrove Foil Wrapper.  
Springfield Wood Mogul.  
3000 Starch Boards and Starch.  
Springfield Starch Buck.  
Springfield Depositor.  
600 lb. and 1000 lb. Springfield Syrup Cooler and Cream Beater.  
4 ft.-5 ft. Ball Cream Beater, belt and motor driven.  
Savage Marshmallow Beater, also Werner and Springfield.  
100-250 gal. Gum Mixer, Burkhard.  
25-gal. to 50-gal. Cream Breakers, Werner, Springfield, Burkhard.  
50-gal. Jap Mixers, Burkhard.

## SPECIAL OFFERINGS

### STEEL MOGUL, N. E.

Friend Dreadnaught Machine, brand new.  
Cut Roll Machine, Merrow.  
Hohberger Cream Machine.  
Simplex Steam and Gas Vacuum Cookers, complete.  
Gaebel Continuous Automatic Plastic Machine, with five chains, including Batch Roller, Sizer, Conveyor and Reeves connected motor drive.  
Igou Candy Stick Machine.  
Werner fully automatic, Ball Machine, all rollers.  
Ideal Caramel Cutters and Wrappers, 7/8", 1" and 1 1/2", also Automatic Stokers.  
Sugar Sanding Machine.  
50-gal. Springfield, single and double action, tilting type, mixing kettles for caramel and nougat, 3 speed drive.  
Mills 6"x8" High Speed Drop Machine with Conveyor.  
Crystal Cooker and Cooler, N. E., also baskets and pans.  
Bausman Disc Machine for coating and liquor.  
Cherry Depositor, N. E.

### CONTINUOUS COOKER, complete with kettles, Nat. Equip.

Racine Sucker Machine, latest style, with complete line of rollers.  
Hildreth Pulling Machine, belt or motor driven.  
Racine and Brach Continuous Cutters with conveyors.  
Model K Kiss Cutting and Wrapping Machine.  
Vacuum Cookers with Pumps and Kettles, 200 to 1000 lb. capacity.  
Batch Rollers, York, Mills.  
Water-Cooled Slabs, 3x5, 3x8.  
After Dinner Mint Machine, Mills.  
Vertical and Shear Cutters, Mills.  
Caramel Cutters, White, 20".  
Caramel Sizers, reversible, Racine.  
Nougat Cutter, Mills.  
Heilman Bon Bon Machine.  
Hobart Beaters, motor driven.  
Savage Portable Fire Mixers.  
38" Revolving Pans with and without coils.  
Peanut Roasters, Burns, Lambert.  
Peanut Blanchers, Mills, Lambert.  
Peanut Butter Mills, all sizes.

The equipment listed above is only a small part of our large stock of confectionery machinery.

Write or wire collect for quotations and information on any machinery in which you are interested.

**UNION CONFECTIONERY MACHINERY CO., Inc.**

318-322 Lafayette Street, New York City

Cable Address—CONFECMACH

Send us full details of machinery which you wish to dispose of.  
We pay cash for single machines or for entire plants.

# Two New Products for Quality Caramels and Fudges

*Plan  
now  
for  
Bigger  
Values  
in  
Better  
Quality  
Candies*



*Send for  
free  
formulas  
on  
Full Cream  
Caramels  
and  
Fudges*



## 18% Butterfat Vacuum Process

VAC-CREAM is a highly concentrated fresh cream and milk product, vacuum processed, 18% butterfat, 88% solids, retaining all the natural cream and milk flavor. It is now possible for the manufacturing confectioner to produce a full cream standing caramel at a much lower cost.



(Do NOT Confuse These Products With  
Caramel Pastes)

## 8% Butterfat Vacuum Process

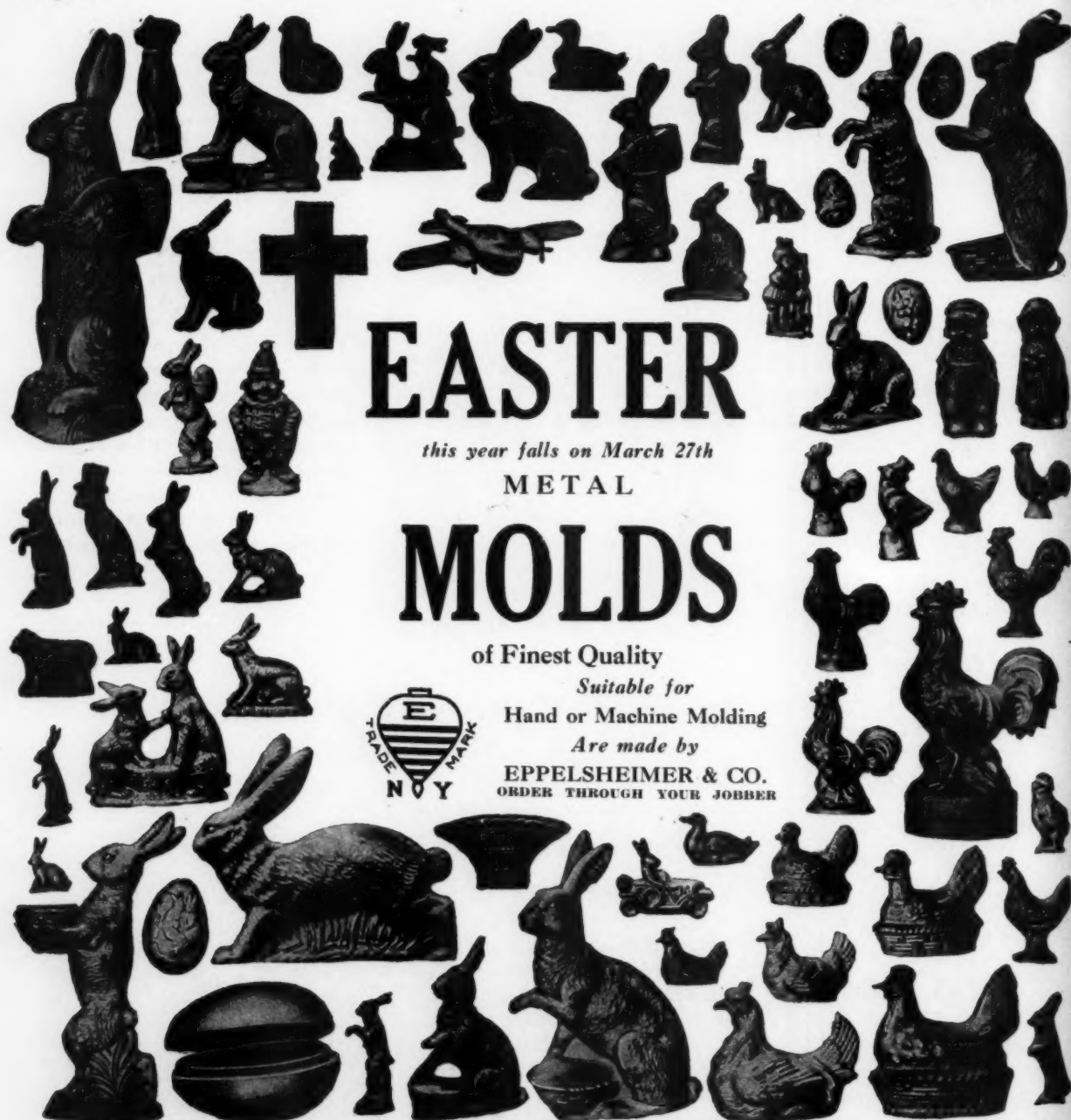
VAC-MILK is a highly concentrated fresh milk product, 8% butterfat and 88% solids, vacuum processed, retaining all the natural fresh milk flavor. Vac-Milk fills a long felt want enabling the manufacturing confectioner to produce high grade caramels or fudges at lower cost.



These products are backed by our experience of 42 years and guaranteed to be pure.

*Write today for samples of caramels  
made of Vac-Cream and Vac-Milk.*

**SENNEFF-HERR CO.**  
Sterling, Ill.



# EASTER

this year falls on March 27th

METAL

# MOLDS

of Finest Quality

Suitable for

Hand or Machine Molding

Are made by

EPPELSHEIMER & CO.

ORDER THROUGH YOUR JOBBER



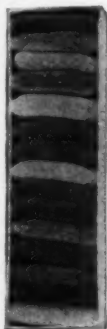
## EPPELSHEIMER & CO.

34-44 HUBERT ST.  
NEW YORK

MOTHER'S HEART BOX  
MAKES A PRETTY MOTHERS DAY PIECE  
EXTRA COVERS CAN BE HAD LETTERED  
HAPPY BIRTHDAY  
TO MY VALENTINE



MANY NEW DESIGNS



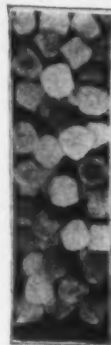
## THE IMPORTANCE OF A PERFECT SEAL

There is a new way to safeguard your candy package, whether it be a bag or box with window wrap, by sealing with Scotch Cellulose Tape.

Scotch Cellulose Tape is the positive seal for moisture-proof or regular Cellophane.

This new pressure sensitive type of adhesive requires no moistening—it is self-sealing and holds fast instantly.

Scotch Cellulose Tape is now used in conjunction with automatic packaging machines, forming Cellophane bags for hard candies, nuts and other free flowing merchandise.



## COLOR FOR ATTENTION VALUE

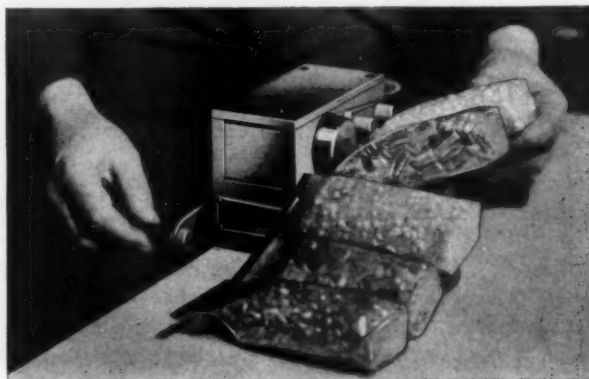
This new tape is available in red, blue, green, black, orange, brown, orchid, gold, silver, white and transparent and in widths from  $\frac{1}{4}$ " up to and including 2", all with a permanent high gloss which increases the attention value of every package sealed with this tape.



## A NEW EDGING MACHINE

The Staude Edging Machine (illustrated below) was developed to make easier many sealing problems of candy manufacturers.

In addition to the hand operated machine (illustrated), motor driven machines are available, and we will gladly co-operate in designing special machines to fit the requirements of candy manufacturers.



FOR FURTHER INFORMATION AND PRICES  
WRITE TO DEPT. PACKAGE ENGINEERING

**MINNESOTA MINING & MFG. CO.**  
**SAINT PAUL, MINNESOTA**

PRINTED IN U. S. A.

# Ninth Annual Exposition 49th Annual Convention



OF THE

## ◆◆ National Confectioners' Association

May 23 to 27, 1932

ATLANTIC CITY AUDITORIUM

Atlantic City, N. J.

### To the Allied Trades:

An Exhibit at the Ninth Annual Exposition would be an excellent medium for presenting your latest developments in materials and equipment to the leading Candy Manufacturers under exceptionally favorable conditions.

You will meet face to face the Candy Manufacturers who are keenly interested in increasing the efficiency of their plants and maintaining the quality of their product.

The number of Candy Manufacturers attending the Expositions is increasing each year, which is conclusive proof that they are receiving real benefit from the Exhibits.

Your Exhibit will demonstrate objectively the strong selling points of your products as effectively as if each Candy Manufacturer who sees it had personally been shown through your plant.

The investment is small and beneficial returns great. Announcement with complete details was mailed you January 23.

MAIL YOUR SPACE APPLICATION TODAY.

### To the Candy Trade:

During the past year new methods, equipment and materials have been developed to meet present day conditions, demanding low cost, quality production.

These innovations will be presented at the approaching Exposition and will prove interesting and valuable in solving your production problems.

There will be interesting practical addresses by prominent speakers who will give you valuable and worthwhile information on every day business problems, which you can take home and use in your own business.

You will have an opportunity to meet your competitors on neutral ground and discuss problems and exchange individual experiences mutually beneficial.

Make your plans to attend now. Come and have a voice in forming the policies of your Association.

We extend a cordial invitation to non-members . . . Come and give us an opportunity to show you what big things we are doing for the Candy Industry.

If for any reason you did not receive the announcement, a letter to Walter C. Hughes, Secretary, 111 W. Washington Street, Chicago, Illinois, will bring another promptly . . . also additional information as to Convention program, etc.

**NATIONAL CONFECTIONERS' ASSOCIATION**  
OF THE UNITED STATES  
(Incorporated)

# INVEST IN SAVINGS!

**The Hersey Starch Conditioner is an investment that pays immediate dividends in lowered overhead.**

**T**HE new Lag Control on the Hersey Starch Conditioner makes it possible for one man to control your entire starch handling system.

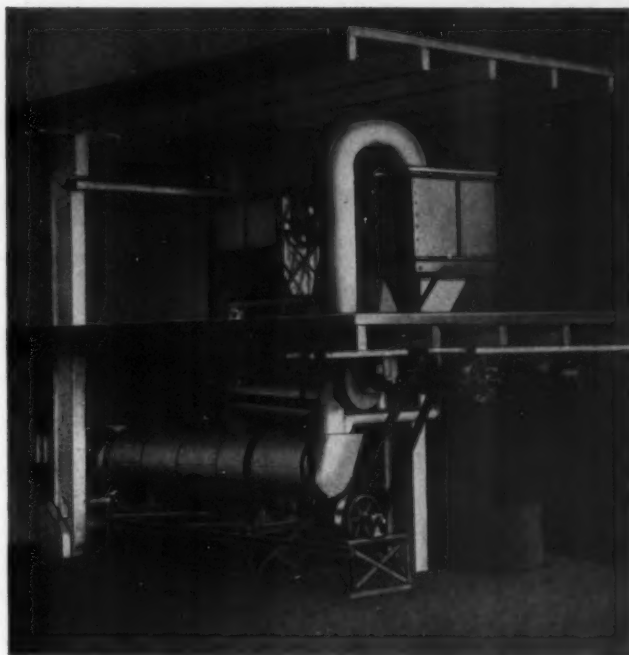
This Lag Control is an automatic device connecting the Starch Conditioner with the clutch bar on your Mogul. It starts the Conditioner when there is starch in the system—it stops the Conditioner when the Mogul has received its proper supply of starch. This automatic operation does away with the need of extra men to handle your starch conditioning system.

The saving in labor is not the only economy made possible by the Lag Control. It saves time. The Conditioner operates only when it has work to do—it is idle when the Mogul is stopped. The Lag Control also prevents damage to the Mogul. There can be no extra accumulation of starch in starting — no choking of elevators in stopping.

## HERSEY STARCH CONDITIONER

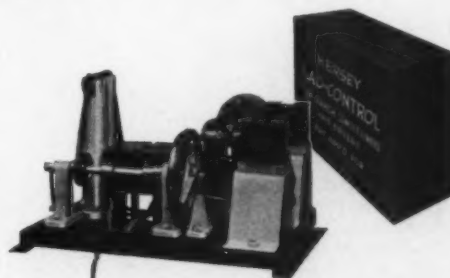
HERSEY MANUFACTURING COMPANY Main Office and Works: Corner E and Second Sts., South Boston, Mass.

Branch Offices: NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, PA., 314 Commercial Trust Bldg.; ATLANTA GA., 510 Haas-Howell Bldg., DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. La Salle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street.



The units of the Hersey Starch Conditioner are extremely flexible. They can be arranged to suit the layout of your plant.

The Hersey Starch Conditioner is now a completely unified system for the cleaning, drying and cooling of starch. Install it in your plant and save money in reduced operating expense. You can save the initial cost in lowered overhead. Write today to the nearest branch office for further information.



Lag Control is the final step in making the conditioning of starch by the Hersey process a one-man job. One man controls the entire starch-handling system from the clutch bar on the Mogul.

# A Market of 8,000 Selected Candy Buyers

...**THAT'S** what the pages of the Confectionery Buyer offer your product every month . . . the *only specialized publication* edited and circulated direct to but *one market*—the buyers of candy.

Complete coverage of the nation's buyers you would want on your ledgers, at a cost per buyer less than a direct mailing from your office.

When you advertise in The Confectionery Buyer you avoid waste circulation. Not a dollar of your money is spent placing your message before any group besides the candy buyers you want to reach.

If you want *lower selling costs*, concentrate your effort where advertising *results are greatest* . . . where the largest number of the nation's selected candy buyers are available—8,000 enthusiastic readers of the only "How" magazine on candy distribution and candy merchandising.



*It Fits the Pocket  
And the Field of Candy Distribution*

## THE CONFECTIONERY BUYER

*Division of The Manufacturing Confectioner Publishing Co.*

**1143 The Merchandise Mart, Chicago**

*Application for Membership in the Controlled Circulation Audit is Pending*

# How shall we wrap it?

*How shall we wrap it?* This question arises every time a new item of confectionery is produced. And it is important to get the right answer—for sales depend to a large extent upon the package.

*How can we improve our package?* A good question to ask about established products. Package improvements result in *new* consumer appeal.

*How can we lower our wrapping costs?* Another good question to ask, especially in these times when new economies are so important to a business.

We have for many years assisted manufacturers in answering these packaging questions...and have built the machines which today are wrapping the vast majority of America's confectionery products.

Put your package problems up to an organization with an established record of performance in the confectionery industry.

## Package Machinery Company

Springfield, Massachusetts

NEW YORK

CHICAGO

LOS ANGELES

LONDON: Baker Perkins, Ltd.



## PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

| 1932 FEBRUARY 1932 |     |     |     |     |     |     |
|--------------------|-----|-----|-----|-----|-----|-----|
| SUN                | MON | TUE | WED | THU | FRI | SAT |
|                    | 1   | 2   | 3   | 4   | 5   | 6   |
| 7                  | 8   | 9   | 10  | 11  | 12  | 13  |
| 14                 | 15  | 16  | 17  | 18  | 19  | 20  |
| 21                 | 22  | 23  | 24  | 25  | 26  | 27  |
| 28                 | 29  |     |     |     |     |     |

| 1932 MARCH 1932 |     |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|-----|
| SUN             | MON | TUE | WED | THU | FRI | SAT |
|                 |     | 1   | 2   | 3   | 4   | 5   |
| 6               | 7   | 8   | 9   | 10  | 11  | 12  |
| 13              | 14  | 15  | 16  | 17  | 18  | 19  |
| 20              | 21  | 22  | 23  | 24  | 25  | 26  |
| 27              | 28  | 29  | 30  | 31  |     |     |

# The CANDY MAN'S CALENDAR

| FEBRUARY  |             |   | MARCH   |             |  |
|---|-------------|---|---|-------------|--|
| 2nd Month                                       |             |   | 3rd Month                                       |             |  |
| 29 days { 4 Saturdays }<br>{ 4 Sundays }        |             |   | 31 days { 4 Saturdays }<br>{ 4 Sundays }        |             |  |
| Birth Stone: Amethyst<br>Birth Flower: Primrose |             |   | Birth Stone: Bloodstone<br>Birth Flower: Violet |             |  |
| Day of Month                                    | Day of Week | EVENTS  | Day of Month                                    | Day of Week | EVENTS   |
| 1   | M           | Monthly meeting Candy Production Club of Chicago, Chicago, Ill.   | 1   | Tu          | Just another reminder about Summer goods. Boxes should be decided upon now and goods ready for shipment by middle of April.  |
| 2   | Tu          | Annual Banquet Retail Confectioners' Association of Philadelphia, Inc., Scottish Rite Hall, Philadelphia, Pa.   | 2   | W           | Texas Independence Day—Monthly meeting Retail Confectioners' Association of Philadelphia, Inc., Elks Hotel, Philadelphia, Pa.—Weekly meeting Colorado Confectioners' Association, Oxford Hotel, Denver, Colorado (each Wednesday). |
| 3   | W           | Meetings Colorado Confectioners' Association held each Wednesday at Oxford Hotel, Denver, Colorado.   | 3   | Th          | St. Patrick's Day goods should be all shipped by now. Monthly meeting Cincinnati Jobbers' Association, Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.                       |
| 4   | Th          | Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.  | 4   | Fr          | Weekly meeting Utah Manufacturers' Association, Salt Lake City Chamber of Commerce, Salt Lake City, Utah (Every Friday at noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.                                 |
| 5   | Fr          | Utah Manufacturers' Association (weekly, each Friday at noon). Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.                               | 5   | Sa          | .....  |
| 6   | Sa          | Start planning now for a good line of Summer candies and assortments. 35th Annual dance, Confectioners' Benevolent Association of Chicago, Chicago, Ill.  | 6   | S           | .....  |
| 7   | S           | .....   | 7   | M           | Packaging, Packing and Shipping Exposition, Palmer House, Chicago, March 7 to 12 inclusive.—Monthly meeting Candy Production Club of Chicago, Chicago, Ill.  |
| 8   | M           | Opening N. Y. Toy Fair, Hotel McAlpin, N. Y. C. (Three weeks.)  | 8   | Tu          | Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.—Monthly meeting Confectioners' Buying Association, Inc., 17-19 E. Austin Ave., Chicago, Ill.  |
| 9   | Tu          | Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.—Monthly meeting Confectioners' Buying Association, Inc., 17-19 E. Austin Ave., Chicago, Ill.   | 9   | W           | Monthly meeting Manufacturing Confectioners of Baltimore City, Baltimore, Md.  |
| 10  | W           | Monthly meeting Manufacturing Confectioners of Baltimore City, Baltimore, Md.   | 10  | Th          | You can get better prices and service on Christmas packages from the box manufacturers now than you can in September.  |
| 11  | Th          | .....   | 11  | Fr          | Retailers should be ready with their Easter displays.  |
| 12  | Fr          | Lincoln's Birthday (not observed in all states).  | 12  | Sa          | Closing day Packaging Exposition.  |
| 13  | Sa          | Hope you're prepared for a big G. Washington celebration. It is the 200th anniversary of his birth this year; celebration will be nation-wide in scope and will be carried over until after Thanksgiving. | 13  | S           | .....  |
| 14  | S           | St. Valentine's Day. A good day for candy.  | 14  | M           | .....  |
| 15  | M           | .....   | 15  | Tu          | Federal Income Taxes due! Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.  |
| 16  | Tu          | Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.   | 16  | W           | .....  |
| 17  | W           | .....   | 17  | Th          | St. Patrick's Day—Monthly meeting Utah-Idaho Zone Western Confectioners' Association, Salt Lake City, Utah.—Monthly meeting New York Candy Club, Hotel McAlpin, New York City.   |
| 18  | Th          | Monthly meeting Utah-Idaho Zone Western Confectioners' Association, Salt Lake City, Utah.—Monthly meeting New York Candy Club, Hotel McAlpin, New York City.  | 18  | Fr          | .....  |
| 19  | Fr          | .....   | 19  | Sa          | .....  |
| 20  | Sa          | .....   | 20  | S           | .....  |
| 21  | S           | Testimonial Dinner to Arno Sander, Hotel Pennsylvania, N. Y. C., given by National Confectionery Salesmen's Assn. of Amer.  | 21  | M           | Spring is here!  |
| 22  | M           | 200th Anniversary of Washington's Birthday (observed in all states).—Monthly meeting Candy Executives' and Associated Industries Club, 71 W. 23rd St., New York City.                                     | 22  | Tu          | Emancipation Day (Porto Rico only).—Monthly meeting Candy Square Club of New York City, Inc., Hotel McAlpin, N. Y. C.  |
| 23  | Tu          | Monthly meeting New York Candy Square Club, Hotel McAlpin, New York City.   | 23  | W           | .....  |
| 24  | W           | .....   | 24  | Th          | .....  |
| 25  | Th          | Monthly meeting Association of Manufacturers of Confectionery and Chocolate of State of N. Y., Hotel Pennsylvania, New York City.   | 25  | Fr          | Good Friday.   |
| 26  | Fr          | .....   | 26  | Sa          | Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa.   |
| 27  | Sa          | .....   | 27  | S           | Easter Day.  |
| 28  | S           | .....   | 28  | M           | Monthly meeting Candy Executives' and Associated Industries' Club, New York City.  |
| 29  | M           | Oh, oh! It's Leap Year; the extra day proves it.  | 29  | Tu          | .....  |
|   |             |   | 30  | W           | .....  |
|   |             |   | 31  | Th          | Monthly meeting of Association of Manufacturers of Confectionery and Chocolate of State of New York, Hotel Pennsylvania, N. Y. C.  |



## Editorial

### The Road Beyond

WE hesitate to refer to certain virtues of this depression for fear of being classified with those philosophical ninnies who seek consolation and relief from adversity in the thought that everything happens for the best. Before proceeding further, therefore, we loudly disclaim adherence to any such doctrine.

One cannot look dispassionately upon the depression's many ramifications and fail to perceive that it does possess certain unmistakable virtues. And one of these is that it has made man *think*—and *think hard*! For too many of us this had become a lost art, but the events of the past twenty-eight months have so changed conditions that now it's a case of think or sink; and those who have had the capacity to do so have chosen to think. With the nation's brain power working overtime gaining in wisdom and accumulating impetus as the months go by, there is reason to believe that when revival does set in and the effect of such thought takes tangible form,

we will experience an era more nearly approaching the Utopian ideal than any previous period in history.

The Machine Age is here—has been for some time, in fact. An inevitable adjustment tending toward balanced employment of labor became necessary as a result. Instead of a slow painstaking adjustment the depression has swept aside formalities with one fell blow thus affording a clearer perception of what lies ahead. When the skies have cleared we shall find ourselves suddenly emerged into an era of greater leisure on the working man, cooperative ownership the rule rather than the exception bringing with it a more harmonious relationship between capital and labor; an inclination toward mutual cooperation among industries directed toward the solution of common problems; and finally—the pursuit of more cultural and intellectual happiness by the individual.

The depression still hangs over us like a threatening cloud, but only the blind can fail to see its silver lining.

### "Joe Jobber Says—"

THE jobber is crying to be heard. Through the fictitious "Joe Jobber" we lend him voice.

Beginning with this issue, and continuing thereafter as a regular monthly feature of *THE MANUFACTURING CONFECTIONER*, we

present a column, "Joe Jobber Says—." Joe will express the opinions of *many* jobbers. He will not take the arbitrary attitude that the jobber is right and the manufacturer wrong.

As the mouthpiece for his brother job-

bers he will express many varied opinions. Therefore, should some of his statements appear contradictory to or inconsistent with opinions previously expressed, remember that his is not one voice, but many.

In presenting these jobbers' views we

feel we are broadening the scope of our publication within the limits of the fixed policy which we have consistently adhered to and which has more than justified itself—that of a specialized publication devoted wholly to the interests of the manufacturers of candy.

## Under Observation

THE present efforts of the Candy Institute of America are not directed toward the distributing branch of the industry with any thought of mollifying aggrieved jobbers or conciliating distressed manufacturers. The desire of Mr. Gooch and his colleagues is to get to the root of the troubles now besetting both branches of the industry and hampering the happy coordination of their individual functions.

There are few who question the value of the wholesaler as a vital link in the present scheme of distribution. To the skepti-

cal minority we suggest an examination of the two charts appearing in connection with the article "Is the Jobber Necessary" which will be found reproduced on another page in this issue. These charts should dispel any doubts as to his usefulness and importance.

Mr. Gooch's diagnosis will be awaited by a patient profoundly aware that he has a complication of ailments which, if permitted to go unchecked, may have serious consequences, but if caught in time can be slowly eliminated and health restored.

## The Question of Quality

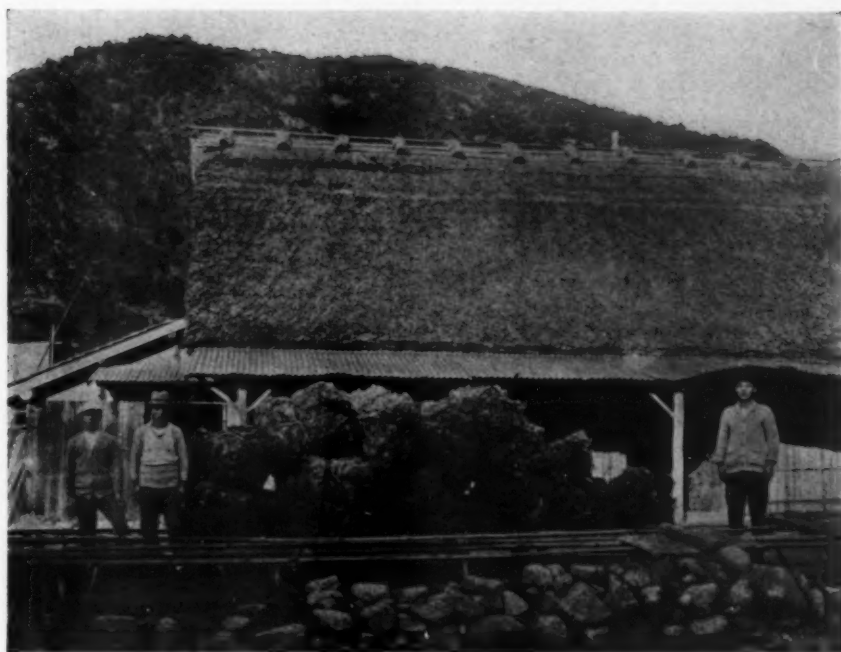
MANY in the industry take consolation these days in the statement that while candy sales have dropped fourteen per cent in dollar volume, the tonnage has kept stable, indicating that candy is solidly established in the hearts of the populace at large. It is a fair question, however, to ask whether this additional quantity which has been given at reduced prices represents a let-down in quality by many of the manufacturers. We sincerely hope not.

Nevertheless, belief that this is true among some lines has been expressed by a number of retailers recently. In fact they said that they have noticed such a change in a certain manufacturer's quality which they were handling that they were about to "throw it out." Unless this unfortunate event has taken place, undoubtedly this manufacturer still thinks his candy is

"solidly established in the hearts of the populace at large."

A constructive thought along this line is offered by B. Guy Showley, retiring president of the Western Confectioners' Assn., whose address before their recent convention is published in this issue. He says:

"Candy producers have passed up one of the greatest opportunities that has ever been offered them. We all talk quality and have missed a glorious chance to bring this to a full realization, for we could have increased our quality and appearance of packages by taking advantage of the declining markets, at no additional cost, and could now be offering the public a far superior quality of candy. If we all could have taken advantage and tried to increase our quality and not lowered our prices, perhaps it would have been the means of increasing the consumption of candy."



Arrival of bales of the crude fern

# Agar Agar

## *Its Uses, Manufacture, Qualities and Grades*

By H. R. GEYER

**T**HIS commodity, more commonly known as "JAPANESE GELATINE" in the American market (though really traveling under several aliases here—such as Japanese Isinglass, Vegetable Gelatine, etc.) is known in its home country, Japan, as "Kanten," meaning "Cold Sky."

It is, and should continue to be, one of the extremely important items of raw material used in the confectionery industry, for the following vital reasons, in the order named:

1. Vegetable origin.
2. The purity and healthfulness of the article itself.
3. Its extremely large yield.
4. Economy.
5. Advantage of being odorless, tasteless and colorless.

6. Adaptability for "all year 'round sellers."
7. Its keeping qualities, without the use of preservatives.

### Origin

Agar Agar (why the double use of this name, the writer still cannot satisfactorily explain) is manufactured from "fern," or better known as "Marine Algae." It grows on the bottom of the sea, in abundant quantities, along the coasts of Japan. This crimson colored marine fern is a cartilaginous specie of seaweed, which after boiling and concentrating forms a thick and substantial gelatinous body. To use a Japanese expression, this Algae is "Pure like sky-born snow."

### Imports to the United States

The United States imports annually, approximately, four hundred thousand pounds of Agar

Agar. This is the equivalent of over one thousand, five hundred and sixty-five pounds net each.

This quantity actually represents, taken on an average basis, about one-third of the entire Japanese crop, of which it can be said that about fifty per cent is consumed by the confectionery industry, and the majority of the balance by Pharmaceutical manufacturers, in medicinal preparations.

Under normal conditions, we are the second largest consumers, China ranking the largest, usually absorbing from forty to fifty per cent of the entire Japanese crop, when the financial condition of China permits. As a matter of fact, the commodity is a very important item in China, being used there as an adjunct to the food supply. China, not having the high duty of twenty-

## AGAR AGAR



After the pounding and washing process the fern is placed in large trays for a final rinsing with fresh water. The ferns shown in the basket have already been put through the grinding or pounding process

five per cent ad valorem which the United States has to pay, finds Agar a luxurious economy.

### Uses

The Chinese were among the first to recognize the medicinal, as well as the economic food value of Agar Agar. Its principal use there is as a "filler" or thickener for soups, gravies, salads, and flavored cold jellies, as well as numerous other dishes, delectable to the Chinese, and in medicinal preparations.

In the United States in addition to the uses above stated, it has use in various other manufactured articles, for instance, adhesive dressings, cold creams, laxative preparations, preserves, canned foods, animal gelatine substitutes, ice creams, cheese, bacteriological work, sizings, coatings on clothes to absorb moisture, etc., etc.

### Harvesting the Crop

The gathering or harvesting of the crop of this marine fern takes place from April until October. As soon as it is gathered it is strewn on the seashore and allowed to remain there for several weeks (sometimes longer, depending upon the weather) to provide ample time for thorough drying by the sun.

When the crude fern is thoroughly dried, it is shipped to the interior of Japan where it remains until processing time. Cold mountainous air and snow are very important factors in the treatment of Agar Agar and the success or failure of

the crop is entirely dependent upon prevailing atmospheric conditions, not only on the quantity to be prepared but on the quality as well.

When the weather is ideal, cool, clear, and with plenty of sunshine, a good normal crop can be de-



This photograph shows the tube into which the gelatinous liquid is poured to await complete freezing by low temperature. When solidified they form the so-called bricks described in this article

## THE MANUFACTURING CONFECTIONER

pended upon, and one of excellent quality. Should abnormal conditions prevail, however, the entire drying process is hindered, and results in an extremely small yield of the higher grades, but an over-supply of poorer quality.

In shipping the crude fern into the interior, practically all available transportation facilities are utilized. In fact, a goodly portion (due to practically impassable roads) is transported by ox cart. This latter method is employed mostly by the farmers who having marketed their supply of other crops, at the end of the season, do this transporting on their return trip. A large percentage of the farmers really manufacture this Agar, under contract, during their idle winter months. This enables them to utilize their waste fields, by turning them into drying grounds, and receiving a good rental for them. In addition to this revenue they are paid

according to the size of the crop they turn out. The Chinese farmer is not a gambler, and he will not manufacture Agar at his own risk. The uncertainty of the weather, upon which depends the quality of the crop, and the ultimate yield makes the process too highly speculative to suit his meagre resources but by doing the work on contract, he is assured of a definite sum, and at the same time is enabled to keep his entire family employed, as well as taking on additional help as needed.

### Preparing the Fern

The actual process of preparing the fern is conducted during the months of October and November. This process consists of spreading the fern over the vast fields, after the ground is specially prepared for the reception and working of the material. It is allowed to remain here for several weeks at the mercy

of the elements and if rain storms prevail so much the better as these in conjunction with the dew fall customary in the fall of the year in these regions, tend to remove most of the salt, besides assisting in the cleaning and bleaching process. After the completion of this operation, the fern has changed from its original color (deep crimson) to that of a light brown hue, somewhat the appearance of hay. The conversion to Agar or actual manufacturing is usually started during the first part of December and the fern having been through the above process is now ready to enter the "factory."

### Description of an Agar Factory

The average Agar factory and plant may be described as follows:

It usually comprises from four to six acres of land, of which some four-fifths or more is allowed for space necessary to the preparation



The iced gelatine or cuts, shredded into spaghetti like strings, spread on shelves in the open, exposed to the elements. During this drying process the snow and cold mountain air are important factors. Notice that, compared even with the snowy whiteness surrounding it, the gelatine here appears fairly light in color

## AGAR AGAR



These illustrations show two different drying fields nestling on the slopes of this picturesque mountainous region. The Agar at this stage is actually half dried; it will be noticed that it is not a clear white



for drying and cleaning as previously outlined, and which is again utilized for the final stage of drying after the Agar leaves the factory proper. For this final stage of drying the fields have been covered with shelves or racks, on which the Agar is placed to keep it off the ground.

The factory itself (commonly called the cooking house) where the processed fern is converted, usually is a long, low rambling affair of one story, roughly constructed of timber, very often having mud sides, and a tile roof. At one end of the building stands a furnace and from the other end extends the chimney. This is a very practical method, as being so connected, it is able (the flues all being connected) to heat four or five immense kettles by means of one fire. Placed before each kettle is a crude strainer or



filter. Scattered around the factory will be found the presses necessary to form the "brick," details of which will follow. The size of the kettles varies, but the average kettle is about four to four and one-half feet high, and about six to seven feet in diameter. The lower half of the kettles are actually "buried" in the earthen floor, and connected with the flue previously mentioned. The fuel used to heat these plants is mostly pine logs, ranging from five to six feet in length, which will give an idea as to the size of the furnace used. The more modern plants consume coke,

though there are very few that can be put in the "modern" class.

### Starting to Manufacture

The first operation consists of placing a good-sized mass of this now semi-pure fern in a good-sized stone mortar, which contains a pestle, or paddle. Motivated by a water wheel, this mass is continuously pounded and is constantly supplied with a steady stream of pure cold water, which thoroughly completes the washing and cleaning process, removing all traces of salt and other foreign matter. This procedure takes several hours. The fern is then taken out and placed in large trays, where it receives its final rinsing with fresh water.

The washed fern is then placed in the kettles and allowed to boil over night. The kettles are three

quarters filled with the mass, not more, so that more water can constantly be added to allow for the loss due to evaporation in this boiling process. This boiling is done to permit the fern to clarify and to thoroughly dissolve. The kettles are kept covered during the boiling period to retain the heat and to keep the mass at even temperature. Straw mats are used as covers.

### Filtering

The next step is the straining. When the now purified Algae has reached the proper consistency and clarification through the boiling

## THE MANUFACTURING CONFECTIONER

process it is dipped out of the kettle by means of large ladles, having exceptionally long handles, the latter being a necessity, as the mass is removed at the boiling point, and placed in the filters, or strainers. The strainer is nothing more nor less than a wooden box having in each corner a long post, over which a hemp or burlap piece of cloth is suspended, and through which this mass is slowly allowed to filter. Any insoluble matter of course remains in this cloth, which after five or six strainings, becomes full and is then put into a crude press to remove the remains of whatever soluble substance may still be there. In some of the smaller plants this insoluble matter is again put through the boiling process, but the yield is so small that in the larger establishments it is not considered worthwhile.

### Making Bricks

The strained Agar solution is now allowed to run, while still hot, into shallow boxes about three feet in length and fifteen to eighteen inches in width. When these boxes are filled they are placed on shelves or racks, out in the open field. They are allowed to remain in the cold clear air to jell thoroughly or congeal. When frozen solid the mass is then cut, by means of large knives, into the shape of bricks. These bricks vary in size, as each factory has its own idea of size. An average size is about two or three inches by fifteen inches.

These so-called bricks are then placed in wood presses which con-



The snow has melted. The former grayish tint of the agar has been bleached away leaving clear white, purified strings. It now awaits proper conditions for thorough drying

sist of a box to fit the size of the bricks. Underneath this press, a large heavy wire screen is placed. After the brick is placed in the box, a plunger is fastened to the top of the press, and the mass slowly forced through, resulting in long, thin, jelly strips, about eighteen inches in length, and from one quarter to three-eighths of an inch thick. In this stage the Agar has the appearance of spaghetti before it is thoroughly dry. This operation requires three men for each press; one man to operate the press, one to feed it, and one to remove and spread out the strips. The strips are then placed out in the open on rush mats, or shelves, to dry.

### The Drying Process

After the Agar strips are properly spread out, they are allowed to remain in the open, subject to all exposures; rain, sleet, snow, etc., for a period of two weeks. The evenings being extremely cold, particularly in the mountain regions, the Agar is practically in a frozen state during the nights—the sun gradually thawing it out during the day, and aiding the bleaching process. At times when the weather conditions are not exactly favorable, water is sprinkled over the strips during early evening, so that ice can form to retain the solid form.

(Snow is also used as a means of conserving water, being spread lightly over the strips.) Here you will note that atmospheric conditions determine the quality of the crop (both as to color and purity) as well as being the deciding factor in the amount of the three grades produced. When the Agar is thoroughly bleached and dried it will be



This vast field located well down in the valley accommodates the shelves upon which the Agar is laid out for the drying process



## AGAR AGAR



This picture shows the Agar at a stage when it is becoming semi-transparent and turning white. It is very necessary during this process that good wind-breaks be provided. In this instance fences and natural obstructions serve this purpose

found that the higher grades are those that have been on the top layers in the spreading out process—they having been entirely exposed, hence have received the full benefit of the sun in drying and bleaching. The bottom layers, not having been exposed, are always darker in color.

To determine when this Agar has been dried to the proper point, the Japanese use a very simple test—namely, picking up a few strands and if they are brittle enough they “snap” or give a good, clean break. If so, it is then ready for packing and baling.

### Careful Inspection

The transformation from the crude fern (through the boiling process) and from the liquid jelly to its solid form again, is carefully accomplished, and is done under the most rigid inspection and under the supervision of experts, in accordance with regulations of the Board of Health of the Japanese Government.

When Agar Agar has been properly bleached, the number one quality is practically white. The succeeding two grades, namely, the number two and number three quality—if a good crop—are also proportionately light in color. Hence from year to year or from crop to crop, dependent upon weather con-

ditions, a variance in color may be expected.

The number one quality (top layer) is gathered first, the next layer is the number two quality. What remains after these two layers are removed is the number three quality.

### Qualities and Grades

The American market is mostly familiar with two varieties, namely, the Yokohama or Shinshu type, and the Kobe. The Kobe quality, though slightly darker in color than the Yokohama, is preferred by the candy trade, as its yield in strength is more than the Yokohama, even though the former is always several cents a pound more as a rule.

The names of both of the above qualities are classified as such as each is manufactured in the outlying districts of their respective cities.

**GRADES:** Each of the above species comes in three grades, the number one, number two and number three quality.

The number one grade is the cleanest and whitest. It is of high strength and will give a clear solution after boiling. This grade is always purchased by those confectioners who want the best, even though the dearest.

Second, we have the number two

grade. Contrary to popular opinion, though this grade is darker in color than the number one, its resultant yield will be found to compare favorably with the number one grade in strength. This can be based on the fact that, not having been bleached so much, it actually retains more of its glutinous property. Though this grade is darker in color, it will be found to be clean, and practically free from foreign matter. In the opinion of the writer this grade can be used by the confectioner to advantage, costing less, but resulting in as good a yield as the higher grade.

Last, we have the number three grade. This particular grade is not uniform as to quality. It represents what remains after the number one and two grades have been segregated, consequently it is not uniform as to color. It contains some rather dark Agar and is not as clean as the two better grades. Its yield in strength, however, is good, but does not compare favorably with the higher grades. This quality, being considerably cheaper in price and the yield high, is most economical to use. However, in actual use by the confectioner, this grade has to be put through two strainings, whereas one straining will suffice on each of the higher grades.

### Method of Testing Agar to Determine Strength

Agar Kobe number one, two or three grade, each will come up to the following specifications:

Boil one part of Agar to one hundred parts of water for fifteen minutes (Agar is not soluble in cold water), allow to cool, and in the above proportions a stiff jelly that may be cut should form.

As this test applies only to the strength of Agar, it of course is not necessary to say here that, whereas the three grades will meet the above test, there will be a decided difference in the clarity of the jelly. The number two quality will also be clear, but the solution will appear considerably darker than that of the number one.

Inasmuch as the finished product where Agar is employed usually is colored, the clarity of the number one grade is not really necessary. As the second grade is clean and

(Continued on page 49)

## Western Confectioners' Association Elects J. Dudley Roberts President At Coronado Convention

**J**DUDLEY ROBERTS of the Imperial Candy Company, Seattle, was elected president of the Western Confectioners' Association at the final business session of the organization's seventeenth annual convention on Thursday, January 28, at the Hotel del Coronado, near San Diego, Cal. Mr. Roberts, who had been first vice-president during the past year, succeeded B. Guy Showley of Showley Brothers Candy Co. of San Diego.

O. J. Freeman of the Candy Products Company of Portland was elected first vice-president; John W. McKey of the Euclid Candy Company of San Francisco was elected second vice president; and G. Harold Thompson of The Candy House of Seattle was elected treasurer. As has been the custom in the past few years, President Roberts will also fulfill the duties of secretary of the association during his term.

While the Coronado convention was not so largely attended as others have been in recent years, the gathering more than made up in seriousness of purpose, in enthusiasm and in accomplishment what it lacked in numerical strength.

The convention was preceded by the annual golf tournament on Monday, January 25, at the San Diego Country Club. The President's cup was won by William Fox of the Fox-Cross Candy Co. of Oakland. Others cups and prizes were won by Nate Matzger, San Francisco; Oscar Boldemann, Jr., San Francisco, and Jay Kugler, San Francisco.

The first session of the convention opened at Coronado Tuesday morning with an address of welcome by E. A. Hoffman of Los Angeles, to which Leon Sweet of Salt Lake City, past president of the association, responded in his inimitable manner.

Following the president's annual address, by B. Guy Showley of San Diego, the treasurer's report by Alfred Beaudry of the Christopher Candy Co. of Los Angeles, and the secretary's report by Mr. Showley,

has been acting in that capacity during the past year, the principal feature of the sessions was an address by Arno E. Sander, president of the National Confectioners' Association, who came west this year to replace Walter C. Hughes of Chicago, veteran secretary of the National Association, on the program. The session closed with a report of the year's work given by J. L. McConnell, manager of the Western Confectioners' Traffic Association.

The Wednesday morning session was opened with an address by Lane D. Webber, vice-president of the First National Trust and Savings Bank of San Diego, who discussed the present economic situation and the need of every business man giving more of his valuable time to his local, state and federal government. Reports on conditions and special activities in their several territories were given by Zone chairmen from various cities in the West.

Thursday morning's session was occupied with business, the adoption of resolutions and the annual election of officers. Before taking up this business, though, the convention heard a report on "The Cost-of-Distribution Survey," by James H. Smiley, special representative of the Department of Commerce at Los Angeles.

By way of entertainment, aside from two afternoons when everybody was free to enjoy the advantages offered by the delightful Hotel del Coronado, San Diego, and the vicinity of the Mexican border as he or she might elect, there were several scheduled affairs which proved among the most enjoyable the Western Confectioners have had at any convention. Most of the day Monday was taken up with the annual golf tournament, with a trip to old Tijuana and a stag dinner at Caesar's that night. During that afternoon, while the men were golfing and dining, the ladies engaged in a "pitch and putt" contest on the hotel grounds and in the evening had a bridge party at the hotel, with prizes for both events.

Tuesday, immediately after the morning session, everybody loaded

into a fleet of cars and was taken across the border for a luncheon at the magnificent Agua Caliente Casino and an afternoon at the Casino and race track. The final social event of the convention was the president's annual banquet and dinner dance staged at the Hotel del Coronado.

## New Vanilla Sugar Has All Constituents of Natural Vanilla

**I**N announcing its new concentrated Vanilla Sugar which is just being offered to the ice cream and confectionery industries through the trade press the Vanilla Products Company, Inc., of New York describes its Sugar as being evolved from a French process which extracts from the vanilla bean all its flavor giving substances thus imparting to food products in which it is used the fine delicate aroma which high grade natural vanilla alone can produce.

In announcing this product, Vanilla-proco, Inc., explains that the Sugar contains all the flavor constituents of the vanilla bean, namely, the oil-soluble as well as the alcohol and water-soluble flavor constituents and that when these are combined with sugar or salt the resulting product becomes a most valuable flavoring agent for the food industries. It is said to produce a reliable and absolutely pure natural product which proves economical in use as well as superior in many ways to some of the other vanilla preparations produced by methods heretofore in use.

## J. W. Trauger Seriously Injured

**M**R. J. W. TRAUGER, general manager of Fair Play Caramels, Inc., of Johnson City, New York, sustained a fracture of the skull and other injuries in an automobile accident on January 19th. The car in which he was driving at the time was completely demolished.

At the hospital where he was convalescing it was last reported that he was rapidly improving. Fortunately the skull fracture was not of a severe nature.

## V. O. Hermann Sails for Europe

**M**R. OTTO HERMANN, head of the V. O. Hermann Corp., of New York, sailed aboard the S.S. Deutschland February 11th on a business trip to Europe. The primary purpose of Mr. Hermann's trip is to supervise personally the completion of special equipment for which he has orders in this country at the same time contacting the various European firms he is representing. It is expected he will make arrangements for the representation of other lines in this country. It is anticipated that he will be gone for about six weeks to two months.

# Short Talks on Chocolate

## Part 2—Coating and Dipping Room Temperatures

By H. RUSSELL BURBANK

**I**N discussing these interesting points in the dipping of chocolate coated pieces, we feel that it is advisable to discuss at some length an often neglected but nevertheless very important condition which is closely linked to satisfactory dipping results. We refer to the warm side of the machine coating room, and the room in which centers are stored for the machine or for the hand dippers.

### The Chocolate Coating Room

Let us first discuss briefly the most satisfactory way in which to lay out the room in which chocolates are to be coated by machinery. Well planned machine coating rooms are so constructed that when the machines are placed either singly or in a battery, provision is made for a substantial partition which will divide the coating machine proper from the tunnel, or in case a tunnel is not used, from the delivery belt. This partition enables the manufacturer to control more easily the temperature and humidity of his packing room and the temperature of his machine dipping room, on the warm side. Such temperature control is an important point and should be given very careful consideration.

In considering conditions on the warm side of the machine dipping room special care should be taken to see that the proper temperature is constantly maintained; this is both efficient and economical. At no time should this room be less than 85° Fahrenheit. The most desirable temperature would be to have the room equal to the running temperature of the chocolate itself. Why should this be necessary? For instance, let us suppose we are running a chocolate at 89° Fahrenheit. Then let us suppose that our coating room on the warm side is at the average room temperature,

somewhere in the 70s. It is now easy to see that we have an outside force constantly cooling the chocolate and tending to make it thicker, which in turn will allow an additional amount of chocolate to be deposited on the centers. Again, a too cool room will mean that chocolate will accumulate on various parts of the machine, becoming solid and dropping back into the chocolate reservoir. This will make "mushy" chocolate and with such a condition existing satisfactory results cannot be obtained.

It is also necessary to eliminate all cold drafts which may blow on the chocolate in the coating machines with ill effect. It should also be remembered that the proper temperature should be maintained over night, when the machines are not in operation. This is true even in cases where the manufacturer drains his coating machines each night, putting the chocolate back into a kettle for remelting and retempering.

### Storage of Centers

There must always be a supply of centers on hand for machine work. Where shall they be kept? Certainly we do not care to keep them in the warm side of the enrober room for any great length of time, and most assuredly we do not want to keep them on the cold side for good and sufficient reasons. Centers which are too cold and centers which are too warm will both give unsatisfactory results on the finished, dipped piece.

If the centers for dipping are permitted to stay in a room with a temperature of from 85 to 90, for any length of time, they will eventually absorb enough heat to give trouble. Centers of a uniform temperature are a major contribution to the uniformity required by good dipping. It is, therefore, advisable to provide a room that

has the proper temperature, in which trucks or trays of centers may be stored until ready for use. It is generally conceded that the most desirable temperature for centers, for dipping, is in the vicinity of 80° Fahrenheit; but this temperature is largely regulated by the running temperature of the chocolate. The spread between center temperature and chocolate temperature is as important as the spread between chocolate temperature and the cooling tunnel or cold room temperature which we shall discuss later.

#### The Hand Dipping Room

An ideal dipping arrangement for hand dippers would be to have the dipping tables in a room at a temperature of approximately 68° to 70° Fahrenheit, in which case, as soon as the hand dipper had completed a board of dipped work, this work would be transferred to a cooling room at a proper temperature, which for generally satisfactory results would be from 60 to 64. A hand dipping room with a temperature of not less than 68° Fahrenheit

would be more comfortable for the dippers, which would result in a greater volume of work of a better quality. It is not pleasant to be obliged to sit for four hours at a stretch in a room at a temperature which as is often the case is from 58° to 62° Fahrenheit. The efficiency of the worker is impaired. If such an arrangement is impossible in the space available a hand dipping room with a dipping temperature of 64° Fahrenheit will be satisfactory.

The method just discussed for the storage of centers for machine dipping should be followed carefully and applied in the case of centers for hand dipping.

Fine machines, good chocolate, beautiful buildings, first class operators, will all go for naught if the small points which are necessary to good dipping are not given serious consideration.

#### *Future articles in this series:*

*Causes of Graying.*

*"Bloom" and Some of Its Causes.*

*Tunnel Temperatures.*

*Adding Cocoa Butter and Substitutes to Coatings.*

*And others.*



For improved quality and greater volume the comfort of the dippers and the temperature of the hand dipping room go hand in hand and are determining factors of utmost importance

# What Is Being Done for the Industry

## Outline of Organization Efforts to Improve Conditions

Address by ARNO E. SANDER  
*President, National Confectioners' Association  
at Convention of  
Western Confectioners' Association  
Coronado, Calif. January 26, 1932*

SOMEHOW or another I have it in my mind that there is no economic problem that can ever rise in any industry that cannot be solved if the brains and the intelligence within that industry are brought to bear on it. We have always found in the past that whenever any situation arose that baffled everyone, someone sooner or later came forward and helped solve it, or in other words acted as the Moses to lead us out of the desert of no profit into the promised land of some fairly prosperous times.

In the east we have been having the same troubles and problems that you have had here. How long it is going to continue I do not know, but if our people will use the brains with which the Good Lord blessed them, we can get out of this tangle without any trouble.

Let me ask you if there is any industry in the country that handles its problem quite as silly as we do? We go ahead, running our plants full tilt, acquiring a good big stock, and when we cannot do any more we call in a salesman and send him out with it—telling him to slaughter price and get rid of it. When that is gone we start in to fill up again, running full tilt once more. It does not seem reasonable.

The candy business wasn't conducted that way years ago. Usually in the old days the candy manufacturers used to cut their force down to a minimum in summer and when fall arrived they were in a better position to go ahead and make their profit. I have read that the soft coal industry had this peculiar condition confronting them. According to its report there are 6,000 soft coal operators, 80% controlled by 150, while the other 20% is being put out by 4,500 operators. There, instead of the big boys setting the rates for coal, it is the little 4,500 that are setting the rates for coal, and that



Arno E. Sander

is just what is happening to the candy industry today. I believe if we had the figures at hand every other industry would be able to show a like condition, summer and winter. Why cannot we in the candy business have some one factor big enough, like the steel business has, that can keep the rest of us in line, some one concern of enough importance and power to make the rest of us toe the scratch and do business according to Hoyle? We need something like that in the candy industry.

### Candy Institute Expected to Set Standards for the Industry

FOR the past two years members in the industry have felt some arrangements should be made whereby these conditions can be remedied. About a year or more ago a committee of three was formed—Mr. Price, Mr. Ridley and Mr. Heide—who were to try to secure a man who could be made the head of an organization that would try, not to control, but to put the candy industry,

or at least their part of it, in such shape that it would improve conditions for everybody. After a diligent search they came upon Joseph Gooch, connected with one of the big institutions in New York, and had a meeting called last April. Mr. Gooch was present and sold himself to the group which originally invited him to take that position.

They started what is known now as the Candy Institute of America, and I want to emphasize as strongly as I can that in no way is this Candy Institute going to interfere with either the National Confectioners' or any other confectionery association in the country. This is just a group of manufacturers who are going to try to set a higher standard for the industry, feeling that by doing so the others will gradually come up to their standard.

We have at the head of that a man who is one of the cleanest I ever saw, Mr. Gooch. At the meeting in Buffalo he had documents and charts and pointed out what his idea of this Institute is. He does not want anyone in there to be compelled to do anything he doesn't want to do, or to take away any individual superiority that any one may have over the rest of us because he happens to be a member of the Institute. But he does claim that if he can establish a base line of certain standards and have this group representing almost two hundred million in sales volume work along those standards, we would set a standard that others would be glad to come as close to as they possibly could.

We all realize that none of us can go out and get exactly the same price as someone else does who has been making a particular item for any length of time. We all build our plants, you might say, around some one or two or three items and, naturally, gain the advantage on those particular items over anyone who at-

tempts to make a similar line. That individuality is not going to be taken away from us, but you can readily see that if I am starting out to make a piece of goods like someone else's, the only way I could possibly get ahead on it is to cut the price or do something to get the jobber or the retail dealer to push the goods. Nor are we going to cut the price situation down to the bone where we are all equal. It isn't supposed to be that way.

Mr. Gooch has stated that nothing of any very great good can be done for the industry until we have established a standard. By a standard he means, for instance, that hard candy has to be made on a certain standard, whatever the proportion of ingredients may be, and so on down the line; these standards being given price one, two, and three. You can use whichever one you want, make it according to your own ideas, but sell it according to the standard, so that we will all be equal.

If you recall, just prior to the war, standards and ethics in our industry were at a very low level. When the war came on and business started booming, our ethics went up and our industry was in wonderful shape, and one was proud to say that he was in the candy industry. But immediately after the war, back in 1920, they started, not creeping back into unethical practices but galloping back. We have dug up unethical practices that have been buried years and years, so that our industry today does need some kind of controlling power, not to compel anyone to do one thing by force, but to have the industry guided because of the standards set by this group of manufacturers. I hope that when Mr. Gooch eventually comes out West he will find a sufficient number of western manufacturers interested that the scope of the Institute will take in the entire country.

#### United Action on Returned Goods Problem Needed

YOU can readily realize that if a group of manufacturers controlling a sales volume of two hundred million dollars adopt and live up to a policy on returned goods such as outlined by the Institute, every confectionery manufacturer in the country, whether or not a member of that group, can adopt the same rule and function the same as the members of the Institute themselves. We have got to take some action on the

returned goods problem. It is today one of the biggest problems in the industry. I believe last fall there were more goods returned to manufacturers throughout the country

*IN his address before the Western Confectioners, Mr. Sander gave a general account of what the N. C. A. and the Candy Institute are doing in working upon present problems of the industry.*

*"I want to emphasize as I can," he said, "that in no way is this Candy Institute going to interfere with either the National Confectioners' or any other confectionery association in the country. This is just a group of manufacturers who are going to try to set a higher standard for the industry, feeling that by doing so the others will gradually come up to their standard."*

*Mr. Sander called the returned goods problem one of the biggest in the industry. He asserted that manufacturers must object to taking back goods that have been gone for months and handled improperly.*

*In regard to the industry's organized activities at Washington, he said present indications are that no tax will be placed on candy. Efforts are being made to stop the Russian Candy Imports, and the Department of Commerce is urged to continue its services to the industry.*

*The N. C. A. is sponsoring a plan to have a model factory on exhibit at the 1933 Century of Progress Exposition in Chicago, estimated cost at \$150,000, according to Mr. Sander.*

*He concludes with the plan to continue the publicity campaign in newspapers to offset statements adverse to candy and educate the public to its real value.*

ness to realize that candy can remain that long without being eaten up. But some dealers will ship them back and state, "it arrived too sticky," when as a matter of fact they had it anywhere from one to three years.

I think you realize this problem is a very big one in our industry. I don't mean that we are in any way going to curtail the jobbers' privileges or rights in this matter—I believe every manufacturer will agree that if the goods go wrong it is his problem—but the manufacturer must object to taking back goods that have been gone for months and months, handled in unsanitary conditions and thrown around more as though it were bricks instead of candy. That has become a crying evil and something must be done to get it out of the way.

#### The Tax Situation

AS president of the National Confectioners' Association, it has been my privilege as well as part of my job to keep our eyes on affairs in Washington. We have a very brilliant attorney down there who looks out for the interests of the industry, Mr. W. Parker Jones. He has a wonderful range of friends among official Washington. You all know the deficit the country is facing at present and that the country must make an effort to obtain more money with which to run the government. There is no question in the mind of anyone but that Congress will put over some excise taxes like we had in 1918 and 1921 and 1924.

The question is, will candy be included in the commodities that are to be taxed? We have made certain contacts in Washington; we have had conferences with some of the men on the Ways and Means committee and on the Finance committee of the Senate, and I feel quite satisfied in saying that from the present indications if any bill is re-enacted it will be the excise bill of 1924, in which candy is not mentioned. Although what will happen at the last minute, no one can say.

#### Department of Commerce Aid Requested to Continue

WE had Mr. William Heide down there about two weeks ago with reference to Department of Commerce activities. I think we can expect more help from the Department of Commerce, because we have wholeheartedly joined with it in helping

than were ever returned in the history of the industry in any one year. I know for a fact that some houses had goods returned that were as much as two and three years old. It is something for the candy busi-

to carry out some of its projects. It looks as if the appropriations will be materially cut. Mr. Heide went down to represent our industry and see if we could have the Department of Commerce continue receiving the same amount of money for the coming fiscal year it has had in the past. It seems to the trade in general the work the department has done for us is very valuable.

## Efforts Being Made to Stop Russian Candy Imports

MR. Heide also had an opportunity to get in on this Russian candy importation. I don't believe that you folks in the West here have had any trouble with that, but in the East there has been quite an influx of Russian candy, so much so that it has hurt the Eastern factories. Quoting from memory only, the first four months of 1930 I believe there were 38,000 pounds imported into this country from Russia. The same three months in 1931 it ran up to 1,800,000 pounds. Now of course that doesn't seem to be much of an item, but, at the same time with the candy factories in our own country running on short time, that would look like a pretty big order.

Mr. Heide had an opportunity to discuss that with the Ways and Means committee. We have been down there before trying to have it stopped, but there does not seem to be any possibility, because we have not been able to convince official Washington that the goods are either made by conscript labor or are being dumped contrary to the anti-dumping law.

It seems that Canada handled the situation quite differently. A large amount of Russian candies managed to get into Canada, but as soon as the Canadian candy manufacturers started to complain they issued what they call an "Order of Council" and immediately the entire importation of Russian candies ceased. Unfortunately, we cannot handle the situation in the same manner. It must eventually come before Congress and we must get a new tariff so much greater than what it is at the present time that it may keep out the Russian candy. There is no other way it can be handled. However, the National Association is working on that proposition and if there is any way of putting it across we will certainly do so.



## Model Factory Planned as Candy Industry's Exhibit at "1933 World's Fair"

THE last meeting of the executive committee of the National Association in Chicago was called mainly for the purpose of discussing an exhibit we want to make at the Century of Progress Exposition in Chicago in 1933. The committee has had an expert engineer working on the plan. They have been able to lay out a model candy factory in a space which we decided would be sufficient for our purpose. We are talking about taking on 8,000 square feet of space. Mr. Hughes by correspondence has obtained the promise from every machinery manufacturer in the country whose machines we want to use at that exposition, that they will lend the machines to us without cost, we, however, to bear the expense of installation and freights. We are going to have the entire space dehumidified and everything will be under glass. It will be a splendid exhibition to the people visiting the Fair as to just how candy is made. We are planning, if this matter goes through to start with kettles, moguls, etc.

We figure that it is going to cost a certain amount of money for the installation of these various machines. Naturally, it is going to cost a great deal of money for labor, for power, for steam. In figuring this matter out they have concluded it will take at least \$150,000 properly to put on this exhibit. Mr. Hughes is sending a letter now to the executive committee members asking their approval or disapproval of this plan. If they approve—and I think that the manner in which they spoke of this Fair in Chicago at the last meeting indicated they will—the industry will make this exhibit.

## Association Publicity Campaign

WHEN we started the national advertising campaign five years ago, if you recall, we spent close to a million dollars in the first three years.

That million may have done us some good. I say "may" very advisedly, because I think it has been proven that cooperative advertising is not the proper kind of advertising for our industry. There are too many varieties; there are too many different kinds, so that you cannot satisfy anybody or everybody by any plan of advertising you can put out.

At the expiration of the first three years pledges were again asked for the next three years, and while these pledges are nowhere near as large as they were for the first three, they are sufficient to run on as we have done. We have practically quit advertising altogether. The only thing we are continuing is the publicity campaign, and that for the mass of all of the members of the industry is most important because, irrespective of what you and I know about candy, there will come into the public newspapers articles attacking candy. Unless we are Johnny-on-the-spot to have these articles recalled, it is going to do more harm than a year of advertising can do to counteract it.

I believe those of you who have subscribed or pledge to the advertising campaign received during the past month-and-a-half five different postal cards. The first three reproduced articles that appeared in the public press attacking candy; the other two praising candy. These postals were not signed, and many people wondered where they came from. Eventually a letter was sent out by the Advertising committee, pointing out that the idea of these postal cards had been to show the necessity of continuous publicity work. At the same time Mr. Williamson, chairman of the committee, asked that you permit us to make a 25 per cent cut from the pledges you made for 1932-33, so we can continue the publicity work.

What we need for the exposition is the other 75 per cent of the original pledge for the advertising campaign. I don't believe there is a person in this audience who does not agree with me that we should have a model candy factory so that the 50,000,000 people—estimated to attend during the year—can see just how it is produced. I trust that when the committee sends you their blueprints and copies of what they are trying to do, that you will permit three quarters of your contribution for 1932-33 to be devoted to this particular activity on the part of the National Association.

# Western Confectioners Size Up the Situation

Address by B. GUY SHOWLEY

*Retiring President*

*Western Confectioners' Association*

*At Convention, Coronado, Calif.*

*January 26, 1932*

OUR last convention at Coronado was held ten years ago and the attendance was much smaller than this, but I recall the very pleasant time that we had. We are now almost grown, and at the age of 17 years we should realize that association work is essential to all industries. The benefits we have derived cannot be numerated in dollars and cents. It represents friendship; to know one another; their characteristics; their likes and dislikes; to exchange information; to mingle together as we do at these gatherings. All of this makes life worth living and our daily tasks more enjoyable.

## **Candy Industry Must Work Together**

It is surprising the good that can be accomplished if we work harmoniously together. Here among us we have the control of production on the Pacific Coast, and the government is trying to assist us in conducting a profitable business. But what we need is determination, the nerve and energy to establish a policy that is right and just, and all pull together. We cannot expect to be more successful at the present time than other industries, just because we make a sweeter line. We are not exempt from the bitterness that is to be contended with in every line of endeavor. Considering the present unemployment situation, we should be thankful we have a job, and we certainly have a real job on our hands. It is essential that we have the assistance of one another if we expect to bring our task to a satisfactory conclusion.

## **Value of Association Membership**

It is perhaps questionable in the minds of some of our members whether or not they are compensated for their membership. If I may be permitted I would say, if each member could only act in the

official capacity of president and secretary for one year he would be convinced and realize the importance and the benefits that are derived from our association. It is this affiliation that enables us to know our competitors, to exchange ideas, express opinions, and have fellowship together as we do at these annual conventions. Your investment then in our organization should be considered a valuable asset.

Relative to accomplishments in our association, there has been considerable activity in several zones, particularly so in the Colorado zone, Utah-Idaho zone, and Puget Sound zone. The harmony that exists is mainly accomplished by the fact that we are organized as an association.

## **Conditions Improving, Industries Are Stronger**

There is much improvement to be made in the candy industry. Just because the weather bureau has been in existence for 40 years and has not improved the weather is no reason why we cannot improve our condition.

Gentlemen, this is no Culbertson or Klondike system that we have confronting us. We are manufacturers of a food product which will always be in demand. There has been an elimination of surplus manufacturers; weak organizations have been strengthened by consolidation and reorganization, so the hopefulness in the present situation is that under existing conditions industries as a whole are in a stronger position. Operating costs have been lowered, cost of production less, and wastefulness and extravagance greatly reduced; so that we should feel that conditions are greatly improved.

Personally, I believe the present crisis we are passing through is beneficial to us. Spiritually and morally it has made us better men; taught us to think more clearly, real-

izing we have been going at a pace which is bound to slacken. I believe you will all agree that the majority of us have not used our thinking faculties judiciously. This is emphasized by the fact that investments were made without due consideration. I venture to say that today stocks are not bought without the knowledge of returns which can be reasonably expected, and no expenditures should be made in your business unless satisfactory returns can be foreseen.

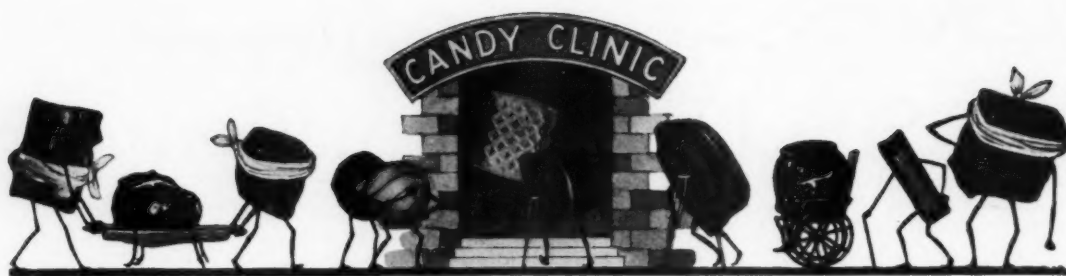
## **Question of Improved Quality or Reduced Price**

Candy producers have passed up one of the greatest opportunities that has ever been offered them. We all talk quality and have missed a glorious chance to bring this to a full realization, for we could have increased our quality and appearance of packages by taking advantage of the declining markets, at no additional cost, and could now be offering the public a far superior quality of candy. But, unfortunately, this could not be done individually, although collectively it would have been a grand opportunity.

I do not mean to give the impression that we do not have quality merchandise. In fact, our quality is too good for the prices we are asking, but the saying is, "Regardless of how good, it can always be made better." If we could all have taken advantage and tried to increase our quality and not lowered our prices, perhaps it would have been the means of increasing the consumption of candy.

I believe we are all here with a more or less selfish motive. We would be unnatural if we were not. We are in business for one purpose, or should be, and that is to make money. I really think we could speak more confidentially at these meetings without being criticized. If any one of us is making an inferior

*(Continued on page 53)*



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. This month it is chocolate assortments, selling at a dollar or less; next month it will be assortments selling above a dollar. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

## Assorted Chocolates

### Code 2A 32

**Assorted Chocolates—1 lb.—\$1.00**  
(Purchased in a confectionery store in New York City)

**Appearance of Package:** Good.

**Box:** Round tin, colored dark blue with gold border. Packed in open face carton; wrapped in transparent linen cellulose. A neat looking tin.

**Appearance of Tin on Opening:** Good.  
Silver foil around edge of tin.

**Chocolate Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Centers—**

Glace Pineapple: Good.

Glace Cherries: Good.

Pistachio Nougat: Good.

Vanilla Caramel: Good.

Raisin Clusters: Good.

Ginger: Good.

Vanilla Cocoanut Paste: Good.

Nut Hard Candy Taffy: Good.

Butter Crunch: Good.

Orange Peel: Good.

Orange Jelly and Marshmallow: Good.

Raspberry Jelly: Good.

Figs: Good.

Dates: Good.

Filberts: Good.

Walnuts: Good.

Brazils: Good.

Solid Chocolate Leaf in Foil: Good.

**Assortment:** Good.

**Remarks:** This is one of the best dollar chocolates examined by the Clinic for some time. Centers are well assorted and neatly packed. It is a good looking package.

### Code 2B 32

**Assorted Chocolates—1 lb.—\$1.00**  
(Purchased in a drug store in New York City)

**Appearance of Package:** New and different.

**Box:** Square; colored in silver and black. Wrapped in transparent cellulose. A rich looking package.

**Appearance of Box on Opening:** Fair.  
One cup of white Jordon almonds in top layer.

**Chocolate Coating:** Sweet.

**Color:** Good.

**Gloss:** Hardly any.

**Strings:** Good.

**Taste:** Good.

**Centers—**

Vanilla Marshmallow: Fair, a trifle tough.

Date: Good.

Pineapple: Good.

Molasses Sponge: Good.

Ginger: Good.

Maple Cream: Good.

Strawberry Cream: Good.

Nougat: Good.

Jordon Almond: Good.

Brazil: Good.

Glace Cherry: Good.

Orange Cream: Good.

Vanilla Caramel: Good.

Pistachio: Flavor poor; fondant good.

Orange Peel: Good.

**Assortment:** Good.

**Remarks:** There is good quality in this box of chocolates. Suggest the dipping be checked up as coating did not look right. Suggest a tray for the top layer and also the use of black and silver liner. Without a liner on the top tray, a dollar package lacks the necessary "finish."

### Code 2C 32

**Assorted Chocolates—1 lb.—\$1.00**  
(Purchased in a drug store in Brooklyn, New York)

**Appearance of Package:** Good.

**Box:** Two-layer, extension top and bottom. Cream colored; name printed in black. Transparent cellulose wrapper used. Makes attractive package.

**Appearance of Box on Opening:** Fair.  
A number of pieces had "bloomed." Packing was good.

**Chocolate Coatings:** Sweet, milk and bittersweet.

**Colors:** Good.

**Gloss:** Very little.

**Strings:** Poor.

**Taste:** Good.

**Bittersweet centers—**

Orange Cream: Fair.

Vanilla Cream: Good.

Cocoanut Cream: Good.

**Milk Coated Pieces—**

Marshmallow: Good.

Vanilla Caramel: Grained.

Banana Cocoanut: Good.

Cocoanut Creams: Good.

Molasses Sponge: Good.

Nougat: Good.

Molasses Cocoanut: Good.

Peanut Nougat: Good.

**Dark Chocolate Centers—**

Solid Tablet: Good.

Peppermint Cream: Good.

Pecans: Good.

Strawberry Cream: Good.

Vanilla Caramel: Grained.

Nut Paste: Fair.

Mallowfudge: Fair.

Cocoanut Cream: Good.

Vanilla Caramel and Cocoanut: Good.

Raspberry Cream: Good.

Marshmallow Jelly: Good.

## THE MANUFACTURING CONFECTIONER

**Molasses Sponge:** Good.  
**Vanilla Coconut Paste:** Good.  
**Orange Cream:** Good.  
**Peanut Clusters:** Good.

**Assortment:** Fair.

**Remarks:** This box of dollar chocolates not up to the standard. Most of the pieces machine dipped and very cheap looking; poor machine work. Assortment needs some more hard and chewy pieces and more nuts. A tray for the top layer and a liner are desirable. Much revamping is needed to bring this box of goods up to the dollar class.

**Code 2D 32**

**Assorted Chocolates—1 lb.—\$1.00**  
 (Purchased in a retail confectionery store in New York City)

**Appearance of Package:** Good.

**Box:** Two-layer, extension bottom, colored in red and brown, name on gold seal; gold printing. Looks its class. Wrapper of transparent cellulose.

**Appearance of Box on Opening:** Good.  
**Chocolate Coatings:** Sweet and bittersweet.

**Colors:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Sweet Coated Centers—**

**Butterscotch:** Good.  
**Vanilla Marshmallow:** Good.  
**Vanilla Cream:** Good.  
**Vanilla Caramel:** Good.  
**Honey Nougat:** Good.  
**Lemon Cream:** Good.  
**Maple Walnut Cream:** Good.  
**Chocolate Paste:** Good.

**Bittersweet Centers—**

**Vanilla Cream:** Good.  
**Opera Cream:** Good.  
**Orange Cream:** Good.  
**Raspberry Cream:** Good.  
**Chocolate Paste:** Good.

**Pistachio Nougat:** Good.

**Assortment:** Good.

**Remarks:** The quality of these chocolates is of the best, but the assortment contains too many creams. Suggest a few nuts be included. Nuts are cheap now and a few would help this assortment. The consumer expects plenty for his dollar these days.

**Code 2E 32**

**Chocolate Mint Wafers—1 lb.—**

**\$1.00**

(Purchased in a drug store in New York City)

**Appearance of Package:** Pleasing.

**Box:** Two-layer full telescope. Color purple, printed in gold. Wrapper of transparent linen cellulose.

**Appearance of Box on Opening:** Bad. Most all pieces were leaking and broken. Entire contents of box were in bad condition. See remarks.

**Chocolate Coating:** Bittersweet.

**Color:** Good.

**Gloss:** Fair.

**Strings:** None.

**Taste:** Good.

**Center:** Peppermint Cream.

**Texture:** Good (see remarks).

**Flavor:** Good.

**Remarks:** No doubt a number of purchasers of this box are going to be disappointed. The center is not properly made. Something is wrong with the fondant as nearly all of the pieces leaked. Coating too thin; a wafer of this kind will never "ride" packed on edge. Suggest the center be checked up, coated thicker, and a different method of packing be used. Suggest wafers be placed in cups and packed flat, two or three deep. The raw materials are of the finest but the center is not made right. Will furnish formula on request.

**Code 2F 32**

**Assorted Chocolates—1 lb.—\$1.00**  
 (Purchased in a retail candy store in New York City)

**Appearance of Package:** Good.

**Box:** Two-layer, extension edge, colored in orange, black and gold. Wrapped in transparent cellulose. Attractive looking.

**Appearance of Box on Opening:** Not up to standard. See remarks.

**Chocolate Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Strings:** None; rough top.

**Taste:** Good.

**Centers—**

**Maple Walnut Marshmallow:** Good.  
**Maple Walnut Cream:** Good.  
**Coconut Cream:** Good.  
**Peanut Nougat:** Good.  
**Chocolate Fudge:** Good.  
**Vanilla Marshmallow:** Good.  
**Vanilla Walnut Cream:** Good.  
**Orange Cream:** Good.  
**Molasses Plantation:** Good.  
**Lemon Cream:** Good.

**Assortment:** Too small.

**Remarks:** This candy is of good quality but, considering today's values, it is in the 70c a pound class. In fact, the Clinic has examined better goods at the 70c price. We fear it will not get very far at \$1.00 per pound.

**Code 2G 32**

**Assorted Chocolates—1 lb.—\$1.00**

(Purchased in a hotel in St. Louis, Mo.)

**Appearance of Package:** Good.

**Box:** Two-layer, full telescope, extension bottom; white, printed in gold and blue and tied with gold cord. Wrapper of transparent cellulose.

**Appearance of Box on Opening:** Poor.  
**Chocolate Coatings:** Bittersweet and sweet.



## THE CANDY CLINIC

### Bittersweet Coatings—

Color: Too dark.  
Gloss: Hardly any.  
Strings: Good.  
Taste: Good.

### Sweet Coatings—

Color: Fair.  
Gloss: Fair.  
Strings: Good.  
Taste: Good.

### Bittersweet Centers—

Vanilla Fudge: Dry.  
Maple Walnut Cream: Good.  
Vanilla Cream: Good.  
Apricot Jelly: Good.  
Cocoanut Cream: Good.  
Molasses Cocoanut Paste: Good.  
Orange Cream: Good.  
Strawberry Cream: Good.  
Caramallow: Good.

### Sweet Coating Centers—

Cordial Cherry: Good.  
Chocolate Caramel: Good.  
Vanilla Marshmallow: Good.  
Raisin and Cream: Good.  
Vanilla Nut Fudge: Grained.  
Nut Butterscotch: Fair.  
Nougat: Good.  
Vanilla Cocoanut Paste: Good.  
Strawberry Cordial: Good.  
Wintergreen Cream: Good.  
Foil Cup Chocolate Paste: Good.

### Assortment: Fair.

Remarks: This box is not up to dollar standard. The assortment and quality of goods place it in the 70c class. To be of dollar value a wider assortment, better quality and improved packing are needed.

#### Code 2H 32

### Assorted Chocolates—1 lb.—75c

(Purchased in manufacturer's retail store in St. Louis, Mo.)

### Appearance of Package: Good.

Box: Two-layer, full telescope. White, printed in gold. White bond wrapper, seal of gold and green and tied with red cord.

Appearance of Box on Opening: Fair. Four pieces broken. Bottom layer pieces wrapped in wax paper.

### Chocolate Coating: Bitter sweet.

Color: A trifle too dark.  
Gloss: Good.  
Strings: Good.  
Taste: Good.

### Centers—

Vanilla Marshmallow: Good.  
Vanilla Cocoanut Cream: Good.  
Nougat: Good.  
Nut Vanilla Cream: Good.  
Filbert Cluster: Good.  
Vanilla Buttercream: Good.  
Peppermint Cream: Good.  
Molasses Cocoanut Paste: Good.  
Vanilla Caramel: Good.  
Molasses Chips: Good.  
Brazil: Good.  
Maple Nut Cream: Good.  
Vanilla Cocoanut Paste: Good.

### Assortment: Good.

Remarks: The creams in this box are some of the finest examined by the Clinic. The coating seems a trifle too dark. Suggest a divider be used in the bottom as some of the pieces were broken.

#### Code 2I 32

### Assorted Chocolates—1 lb.—49c

(Purchased in a candy store in Boston, Mass.)

### Appearance of Package: Good.

Box: Two-layer, extension. White, blue and gold colors. Tied with blue ribbon. Very good looking package at this price.

### Appearance of Box on Opening: Good.

### Chocolate Coatings: Dark.

Color: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good for this priced goods.

### Centers—

Chocolate Caramel: Good.  
Raspberry Cream: Good.  
Cocoanut Cream: Good.  
Molasses Plantation: Good.  
Peanut Butter Blossom: Good.  
Butterscotch: Good.  
Pineapple Cream: Good.  
Vanilla Caramel: Good.  
Apricot Jelly: Good.  
Chocolate Fudge: Good.  
Mallow Fudge: Good.  
Orange Cream: Good.  
Nut Nougat: Good.  
Pineapple and Cream: Good.  
Maple Walnut Cream: Good.  
Fruit Cream: Good.  
Vanilla Cream: Good.  
Vanilla Cream, Almond on Top: Good.

### Assortment: Good.

Remarks: It is hardly possible to make a box of chocolates of this kind to retail at 49c per pound and do so profitably. No doubt this merchandise was left over from the holidays and sold at this price in order to realize something on it.

#### Code 2J 32

### Assorted Chocolates—1 lb.—59c

(Purchased in a drug store in Boston, Mass.)

### Appearance of Package: Good for this priced goods.

Box: Two-layer, extension edge, colored in blue, gold and white. Neat looking.

### Appearance of Box on Opening: Good.

### Chocolate Coatings: Dark.

Color: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good for this priced goods.

### Centers—

### Center Dark Chocolate Coatings—

Nut Nougat: Good.  
Marshmallow Fudge: Good.  
Vanilla Cream: Good.  
Fig Jelly: Good.  
Orange Cream: Flavor off.  
Fruit Cream: Good.  
Butterscotch: Good.  
Raspberry Cream: Good.  
Molasses Plantation: Good.  
Vanilla Caramel: Good.  
Nut Taffy (foiled): Good.  
Cordial Cherry: Good.  
Almond Cream, Almond on Top: Good.

Cocoanut Cream: Good.

Maple Walnut Cream: Good.

### Assortment: Good.

Remarks: This is one of the best boxes priced at 59c the Clinic has examined for some time. Very little profit can be realized on a box of this kind by the manufacturer.

#### Code 2K 32

### Assorted Chocolates—1 lb.—\$1.00

(Purchased in a drug store in Boston, Mass.)

### Appearance of Package: Good.

Box: Two-layer, no extensions. White, printed in orange, gold and black. Attractive looking. Wrapper of transparent cellulose.

### Appearance of Box on Opening: Fair; two pieces bloomed.

### Chocolate Coating: Dark.

Color: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good.

### Centers—

Vanilla Walnut Cream: Good.  
Cocoanut Cream: Good.  
Molasses Chip: Good.  
Coffee Cream: Good.  
Chocolate Caramel: Scorched taste.  
Vanilla Marshmallow: Tough.  
Vanilla Opera Caramel: Good.  
Caramallow: Caramel good; marshmallow tough.  
Butterscotch: Good.  
Nut Nougat: Good.  
Chocolate Fudge: Good.  
Vanilla Caramel: Good.  
Orange Cream: Flavor off and entirely too much color.  
Solid Chocolate Piece: Good.  
Vanilla Cream: Good.  
Chocolate Caramel and Marshmallow: Tough and scorched taste.  
Wintergreen Cream: Good.  
Vanilla Opera: Good.  
Peppermint Cream: Fondant good; peppermint not up to standard.  
Bittersweet Coated Peppermint: Same can be said as peppermint above.

### Assortment: Good.

Remarks: This box at \$1.00 is not up to standard. Suggest a few nuts be used, a liner, top tray and a few top pieces. A few of the pieces need checking up. Some revamping needed to bring it up to dollar standard.

#### Code 2L 32

### Assorted Candies—1½ lbs.—69c

(Purchased in Chicago, Ill.)

### Appearance of Package: Good for this priced goods.

Box: One-layer, colored blue, printing in dark blue. Tied with blue grass ribbon. Wrapper of transparent cellulose.

### Appearance of Box on Opening: Fair.

### Chocolate Coatings: Milk and dark.

Colors: Good.  
Gloss: Hardly any.  
Strings: Fair.  
Taste: Fair.

### Dark Chocolate Coated Centers—

Jap Jelly and Marshmallow: Good.  
Peppermint Paste and Cream: Good.  
Vanilla Cream: Fair.

Strawberry Cream: Fair.

### Milk Chocolate Coated Centers—

Peanut Clusters: Peanuts not roasted enough.

Almond: Good.  
Pineapple: No taste.  
Caramel and Fig: Fair.  
Chewy Taffy: Fair.  
Cordial Cherry: Good.  
Caramel and Cream: Good.  
Vanilla Caramel: Fair.  
Vanilla Cream: Good.

### Assortment: Too small.

Remarks: Of course, too much cannot be expected of a box at this price. A few improvements can be made, however, that will not add greatly to the cost. Many of the creams were tasteless as were a number of

the other pieces. Suggest more or better flavor be used, also a better assortment of centers as the creams were confined mostly to the dark chocolate. A stronger divider is needed as the divider had doubled together causing a number of pieces to be broken. A few of the dark pieces were entirely too large.

**Code 2M 32**

**Assorted Chocolates—1 lb.—\$1.00**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two-layer; colored dark purple, black and gold; printing in gold. Tied with gold cord. Transparent cellulose wrapper. Quite attractive.

**Appearance of Box on Opening:** Good.

**Chocolate Coatings:** Milk and sweet.

**Colors:** Good.

**Gloss:** Good.

**Strings:** Plain.

**Taste:** Good.

**Centers, Dark Chocolate Coatings—**

**Vanilla Cocomut Paste:** Good.

**Peppermint Turkish Paste:** Good.

**Butterscotch:** Good.

**Fig Blossom:** Good.

**Orange Cream:** Good.

**Date Jelly:** Fair.

**Caramel and Cream:** Fair.

**Cream Crescent:** Flavor could not be tasted.

**Cordial Cherry:** Good.

**Date and Almond:** Good.

**Glace Pineapple:** Good.

**Vanilla Cream:** Good.

**Vanilla Caramel:** Good.

**Peppermint Cream:** Good.

**Chocolate Stick:** Good.

**Molasses Sponge Stick:** Good.

**Milk Chocolate Coated Centers—**

**Solid Chocolate Coffee Flavor:** Good.

**Jelly and Pecan:** Good.

**Nut Nougat:** Good.

**Belmont Marshmallow:** Good.

**Assortment:** Fair.

**Remarks:** This assortment contains too many creams. Suggest some nuts be added, also a few more hard and chewy pieces. It will help the appearance of the top layer if the large pieces are left out.

**Code 2N 32**

**Assorted Chocolates—1 lb.—\$1.00**

(Purchased in Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** White, two-layer, extension type, printed in gold, blue and red. Tied with red ribbon. Wrapper of transparent cellulose.

**Appearance of Box on Opening:** Not up to standard of dollar packages.

**Chocolate Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Centers—**

**Jelly Walnut:** Good.

**Raspberry Cream:** Good.

**Orange Cream:** Good.

**Butterscotch:** Good.

**Vanilla Cream:** Good.

**Lemon Cream:** Good.

**Pistachio:** Good.

**Cherry:** Good.

**Date and Almond:** Good.

**Vanilla Nut Caramel:** Partly grained.

**Vanilla Raisin Caramel:** Good.

**Chocolate Nut Fudge:** Good.

**Vanilla Walnut Cream:** Good.

**Brazil and Taffy:** Good.

**Cordial Cherry:** Good.

**Almond Taffy:** Good.

**Nougat:** Good.

**Filberts:** Good.

**Molasses Sponge:** Good.

**Molasses Plantation:** Good.

**Assortment:** Good.

**Remarks:** The quality of this candy is good but the appearance and packing are not up to standard. Suggest

a tray be used for top layer, also a liner and some fancy top pieces. A few nuts would help the assortment. Caramels need checking up as they were partly grained.

**Code 2O 32**

**Assorted Chocolates—1 lb.—60c**

**Appearance of Package:** Good for this priced goods.

(Continued on page 50)

**Eric Lehman's Suggestions for**

**Today's Dollar 'Sortment**

**T**HIS month we had our Shoppers scouting about for packages of assorted chocolates selling up to \$1.00 a pound. An occasional 49c and 59c package was sent in. The grade of chocolates in these boxes could hardly be sold profitably at such prices; the packages were good looking and the candies well packed. Obviously some of these goods were leftovers from the Holidays when they were listed at higher prices. The unsold goods were then re-packed and put on sale at the low prices reported in order to move this goods and realize something on them.

In view of present-day conditions here are some of the things to be borne in mind when packing a box to be retailed at \$1.00. Remember, when the consumer pays that much he expects to get a "bang up" box of candy. In selecting a box do not choose a large oversize one with a flashy top. The public has been fooled long enough by packages of this type and they are beginning to realize that "all is not gold that glitters." Instead, offer them good quality contents attractively arrayed. Use a divider or two; silver, white or gold edge dividers are most attractive. Use a tray for the top layer and also a moiré liner. The design of the box top should determine largely whether or not it is desirable to use a ribbon. An average of 50 pieces to the pound packs and looks well; such pieces seem to be about the most popular size.

The following assortment has proven its popularity:

A few well flavored creams, some hard and chewy pieces, one or two jellies and some marshmallows, together with a few assorted nuts. Every care should be taken in making both layers attractive; the top layer should have a few fancy top pieces. These might consist of al-

mond paste, sprill top pieces, foil cups, a chocolate decorated piece or two, plain tinfoil of silver or gold. It is best not to use colored foils in a dollar box; these seem to be associated more frequently with the cheaper packages. Very attractive top pieces can be produced by wrapping in Cellophane of different colors.

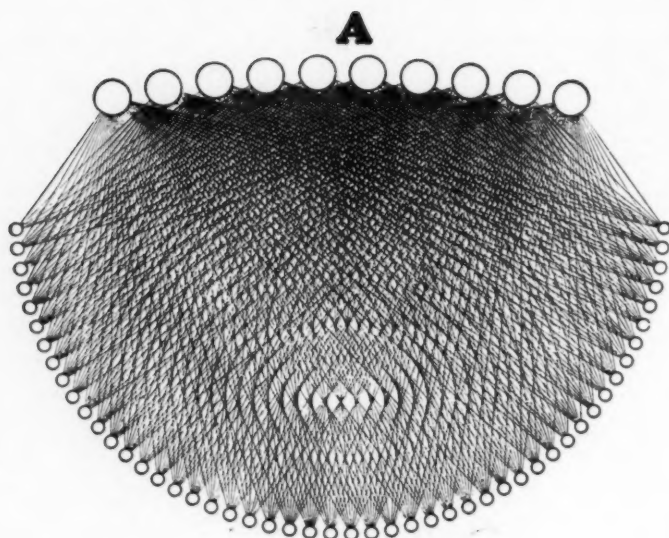
One piece that seems to be unsatisfactory in many of the boxes is the marshmallow. If a marshmallow is made containing some gum arabic and not too much gelatine it will stand up and eat well for a long time. The best marshmallow for these dollar packages is made from albumen and gum arabic—no gelatine. We have seen such a marshmallow stand up and remain in good condition for a year or more.

Some of the caramels grain around the edges. This can be avoided even in very rich caramels, if the proper amount of invert is used. Using a balanced formula, a tender eating caramel can be made that will not grain.

Do not keep your lemon or orange flavors which are to be used in cream work in a warm cooking room. They should be kept in a cool place. If not properly kept these flavors will turn rancid very quickly. Use only the finest cold pressed oils for cream center work and keep only a small amount on hand at a time.

If roasted nuts are to be included, be sure they are well roasted. Nuts only half roasted are poor tasting. Since nuts are popular in any chocolate assortment, a fair amount can be included in a dollar box at the present prices.

We found among some of the boxes of assorted chocolates that a few of the pieces had bloomed. Check up on the centers of these pieces; by making them a trifle different, this blooming can often be prevented.



**"A MANUFACTURER** recently told me that three years ago his company was distributing through 35,000 wholesale and retail accounts. But now they have reduced that vast number to 7,000 accounts by confining their distribution mainly through wholesalers, and they hope to bring it down to 4,000 within the next year. This concern, after selling for years in competition with the wholesalers, became thoroughly convinced that the wholesaler offered the best and most economical method of distribution."

This statement was made by Geo. A. Brazier, Director of Merchandising of Butler Brothers, Chicago, National wholesale distributors of general merchandise, including confectionery. He was discussing the replies he had obtained the past month from an inquiry sent to manufacturers asking the question: "Is the Wholesaler a Necessary Part of the Picture?" Many significant replies were received, according to Mr. Brazier, indicating, he said, that "the independent retailer and wholesaler are coming to their own again."

The diagrams and their accompanying discussion on the preceding page of this magazine, which in reality gives Butler Brothers' answer to the question, were sent in a letter to manufacturers of various commodities, including a number of candy manufacturers, by Mr. J. G. Muirheid, Buyer, who is cooperating with Mr. Brazier in obtaining

manufacturers' reactions to the question.

"We wanted to find out how much thought the manufacturers have given to the problem," said Mr. Brazier. "Many said they have tried the plan of direct selling and have found it is too expensive. Some admit the jobber is necessary in the most economical system of distribution but indict him for his failure to function properly. Some others were generally indifferent to the problem."

The letter of inquiry is as follows:

"BLANK" CONFECTIONERY CO.,  
City, State.

#### IS THE WHOLESALER A NECESSARY PART OF THE PICTURE?

You will be interested in the attached enclosure which answers the question. You may or may not agree with the findings, but one of the interesting developments during the past ten years has been the trend of distribution to the retailer on the part of many manufacturers, who undoubtedly envisioned increased volume at a more satisfactory mark up.

Many of these same manufacturers have found that in practice the theory was not as sound as it seemed. It is rather difficult to conceive of a manufacturer being able to assume the wholesaler's function, without assuming the greater part of the wholesaler's expense.

If you have any decided views on the subject, I would be interested in hearing from you.

Very truly yours,

BUTLER BROTHERS.  
J. G. Muirheid, Buyer.

# Is the Jobber Necessary?

An Interview with GEO. A. BRAZIER, Director of Merchandising of Butler Brothers, Chicago

**EVERY** once in a while we hear the quavering query, "Why is it to become of the wholesaler?" Look at diagram A for a moment. The ten larger circles represent ten manufacturers. The fifty smaller circles represent fifty retail stores. Each of the retail stores wants to distribute a certain merchandise of the ten manufacturers. The ten manufacturers sell the retailers direct and not through the wholesaler. Each line from a large circle to a small one represents a shipment. In this instance of ten manufacturers and fifty retailers we have five hundred shipments of merchandise. We have, not 50, but 150,000 customers.

Now let us see what happens if we interpose a wholesaler "W" (Diagram B). The ten manufacturers make one shipment each to the wholesaler. The wholesaler breaks the quantities down, combines the products

#### Direct Selling Costly

"FREQUENTLY an organization will follow a policy they otherwise would not if they had realized its costliness. The experience of many has proven that the manufacturer can't function as wholesaler without assuming most of the wholesaler's expense, which generally becomes too costly for himself or his customers.

"For instance, one manufacturer said, 'There are a number of small retailer accounts which we dare not touch because of the high expense.'

"This manufacturer, like many others, had started selling direct mainly by accident. Retailers approached them for wholesale prices and commission men found the opportunity of distributing directly to the merchants. The field looked

# Job Necessary?

Director of Merchandising, Butler Bros.

the ten manufacturers, and makes fifty shipments to the fifty retailers. Here we have the same results in distribution accomplished with sixty shipments instead of one hundred.

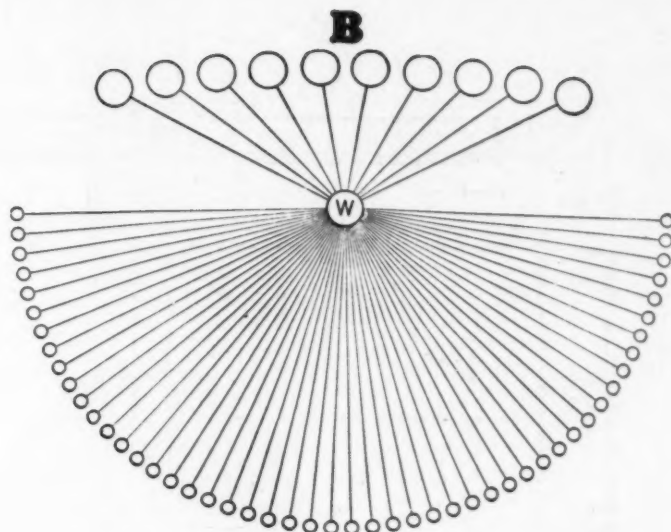
The country's manufacturers will always experiment and dabble in factory shipments. Indeed in some few instances, factory shipments are practical for the retailer, for the wholesaler, and the manufacturer. But by and large, manufacturers cannot afford to take unto themselves the entire responsibility for their own distribution clear through to the retailer. Nor can retailers take unto themselves the responsibility for shopping as many places as they require items.

Look at these diagrams and see the wholesaler is a necessary part of the picture. Look at these diagrams and ask yourself if you believe the wholesaler's place in the picture is less than an absolutely essential one.

rosy to the manufacturer until he found out about the credit losses and increased selling and handling costs.

## Special Prices Induce Over-Buying Losses

"THE system has not only proven costly for the manufacturer but also for the retailer, according to our findings," Mr. Brazier said. "The manufacturer, as a rule, can't afford to sell the retailer the small quantities he ought to have. Instead, he usually finds it necessary to offer a special price on a large quantity. Because the price is so attractive, the dealer thinks he can make a saving by taking the large quantity. He fails to consider the investment, slow turnover, valuable space occupied over a long period of time, and other penalties of over-buying.



"It is a fact that about as many retailers pass out of the picture through 'paralyzing turnover' as those who are forced out by inefficiency of store operation. Many retailers have not appreciated the value of 'turn' until these days when money is hard to get.

"We know from our own experience that when we have placed a staggering order invariably we have taken a loss before finally closing out.

"With these facts in mind, many have, therefore, replied that a dealer as a merchant and a manufacturer as a producer are better off by availing themselves of the distributing services of the reliable wholesaler.

## Manufacturer-Wholesaler Competition Doesn't Pay

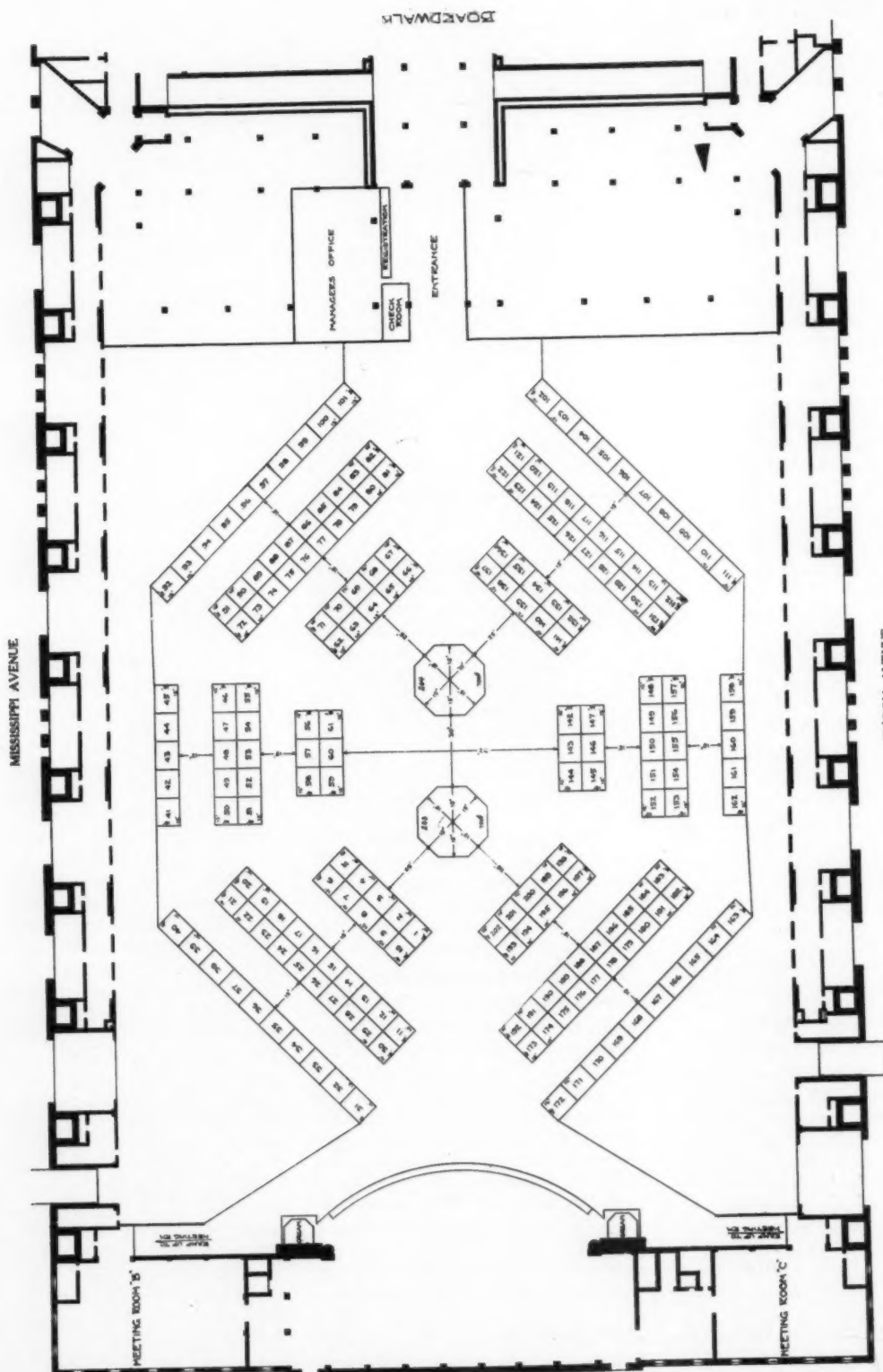
"In regard to the wholesaler, there is much to be said. It is true that some of the existing bad conditions in distribution are due in part to the faulty methods and inadequate services of many jobbers. It is true that some jobbers, by their inadequate and faulty methods, forced some manufacturers into direct selling. But the difficulties of the wholesalers as a group," Mr. Brazier asserted, "are only aggravated by the competition of manufacturers who are selling some accounts direct and at the same time expecting their distributors to do a good job for them. Many jobbers report the loss of profitable retail accounts due to

manufacturers who have taken them away by stepping in and selling the retailer direct. This frequently happens after the jobber has spent considerable time and effort in building the account to sizeable volume and profit.

"The manufacturer who thus sells to the jobbers' customers interferes with his own original medium of distribution. The wholesaler is then faced with competition on every hand—even from his source of supply. With this situation multiplied manifold, it is inevitable that the wholesalers' volume should drop, and along with it goes many good-paying accounts. Thus he suffers an increase in percentage of slower paying customers and eventually has his own financial difficulties. Obviously, this in turn reacts further to the detriment of the manufacturer.

"Of course," concluded Mr. Brazier, "we feel that each manufacturer is entitled to distribute his products in whatever way he chooses—including selling direct and to the chain organizations—providing he maintains a fair price differential which gives his wholesalers a competing chance.

"The wholesaler, in return for the manufacturer's cooperation, owes him loyalty and fair consideration in their transactions. The successful wholesaler will do a good job of selling on this manufacturer's line in his territory."



... Floor Plan, Exhibition Hall, N. C. A. Convention . . .

# The Convention and Exposition of the National Confectioners' Association at Atlantic City, May 23rd

By **WALTER C. HUGHES**  
*Secretary, National Confectioners' Association*

ON January 23d announcement containing complete details of the Ninth National Confectioners' Exposition, Atlantic City, week of May 23d, 1932, was mailed all prospective exhibitors. The new Atlantic City Auditorium is the largest exhibition hall in the country and facilities for staging exhibitions, shows and conventions are unequaled anywhere.

All sessions of the convention will be held on the same floor as the exposition, making it extremely easy and convenient for the attenders to reach.

The convention and exposition will be thoroughly advertised through page advertisements in the leading trade journals serving the Confectionery Industry, editorials and thousands of attractive stickers tipped on active members' and exhibitors' outgoing mail.

Every indication points to a large attendance of manufacturing confectioners for this is the first time these activities have been held in the east for several years.

Then too, at this time all manufacturing confectioners are on the lookout for new and improved production methods and materials that will enable them to further increase the efficiency of their plants.

Practically all the Eastern and New England factories will send their superintendents or production managers to look over the new machinery, production methods and materials so they can take advantage of these numerous improvements in their own plants.

Never was there a time in the history of the Confectionery Industry where close cooperation and the application of new, progressive ideas was more essential to a successful business. Also, it is a time when manufacturers are getting together on a mutually helpful basis.

Under these conditions an exhibit



**Walter C. Hughes**

at the exposition is indeed a worthwhile investment. Mail your application for space to Mr. Walter C. Hughes, 111 W. Washington St., Chicago, at once and secure preferred location.

The officers and members of the executive committee will be registered at The Ambassador, but members and guests will have the privilege of staying at any hotel they may prefer. Headquarters of the convention and exposition will be in the Auditorium and the registration is at the entrance of the Auditorium.

## **Prominent Supply Firms Have Already Taken Exhibit Space**

Among the prominent supply firms who have already signified their intention of exhibiting at Atlantic City during the convention are:

Harry L. Friend, Boston, Mass.  
Pilloid Co., Swanton, Ohio.  
Confectioners Journal, Philadelphia, Pa.

V. O. Hermann Corp., New York, N. Y.

Blanke-Baer Ext. & Prsvg. Co., St. Louis, Mo.

Clinton Corn Syrup Ref. Co., Clinton, Iowa.

C. M. Pitt & Sons, Baltimore, Md.

U. S. Chemical & Organic Co., Chicago,

Hersey Manufacturing Co., South Boston, Mass.

H. H. Otten Mfg. Co., Philadelphia, Pa.

Package Machinery Co., Springfield, Mass.

T. C. Weygandt Co., New York, N. Y.

Staley Sales Corp., Decatur, Ill.

Ross & Rowe, Inc., New York, N. Y.

J. W. Greer Co., Cambridge, Mass.

Eppelsheimer Co., New York, N. Y.

Nulomoline Co., New York, N. Y.

American Molasses Co., New York, N. Y.

White Stokes Co., Chicago.

Mayer Mfg. Corp., Chicago.

Milprint Corp., Milwaukee, Wis.

John Werner & Son, Rochester, N. Y.

Corn Products Refining Co., New York, N. Y.

H. Kohnstamm Co., New York, N. Y.

General Foods Corp., New York, N. Y.

Dupont Cellophone Co., New York, N. Y.

McGraw Box Co., New York, N. Y.

American Lecithin Co., Atlanta, Ga.

Atlantic Gelatine Co., Woburn, Mass.

Thos. Mills & Bro., Philadelphia, Pa.

The Manufacturing Conf. Pub. Co.

A floor plan of the Exhibition Hall is reproduced on the opposite page.

## Some Headliners

# In Other Publications

A Digest of Articles on Advertising, Distribution, Selling and Other Subjects of Interest to Confectionery Manufacturers.

### What Advertising Accomplishes for Manufacturers' Salesmen

HERE are seven main functions which advertising accomplishes for the manufacturers' salesmen during good times or bad: Advertising helps—

1. To prepare the way for salesmen by selling the need, type, and make. In short, to do the missionary work, pave the way for salesman's visit and shorten the gap between order-talking and order-taking.

2. To keep contact with the buyer between sales calls.

3. To reach buying influences that a salesman cannot locate economically. A salesman is of necessity limited in his contacts. He is often on dangerous ground if he attempts to go over the heads of the individuals on whom he calls. Advertising has the entrée and presents this message to many to whom he would not otherwise appeal.

4. To confirm the salesman's story by a printed statement.

5. To "set up" the salesman by showing his special qualifications for service to the prospects.

6. To place behind sales arguments or facts the valuable element of repetition. A salesman's calls must of necessity be few and far between. He can present his story only once or twice in any given time. Advertising repeats constantly the things that a salesman would say were he present to deliver his sales message in person.

7. To keep personal selling on the right track. When a manufacturer's salesmen constantly see the advertising of their organization they are quite naturally influenced by it in their work. It helps to keep the fundamentals of selling clearly in their minds. They are more apt then to reflect in their sales solicitations the policies of their house.—*Roy Dickinson, "No Victories Without Guns," Printers' Ink, Jan. 28, 1932.*

### Training Salesmen for a Buyer's Market

WHEN times are prosperous we have a Seller's Market. The essentials which go to make up a successful salesman during these periods vary widely from the requirements of a salesman during a Buyer's Market, which is usually accompanied by a commercial and industrial depression.

During periods of the Seller's Markets much merchandise is sold by salesmen who depend almost entirely on friendship and personality. These characteristics may be regarded as inherent qualities in these men and training is not so essential to their further development so long as the Seller's Market continues. This type of salesman is held in high esteem by the sales manager and is envied by his fellow salesmen so long as the boom period lasts, but many of them

fade out entirely as soon as the Buyer's Market starts and something besides personality and friendship are required in the process of getting the name on the dotted line.

During periods when business is hard to get sales executives should provide more intensive training. The salesman who has responsibilities is usually the better producer—assuming, of course, that he recognizes his responsibilities.

Another point of training which should come in for plenty of attention is familiarity with the line. This applies not only to the products or service to be sold, but also the policies of the firm, the cooperation available, the advertising, shipping information, prices and terms, etc.

It is also essential that the salesman has a good knowledge of the merchandising of his line. He should be entirely familiar with the methods used by his better and most active accounts, and also the outstanding achievements of any other merchandiser who may be featuring his line. He should be given the benefit of a general digest by the sales manager of tactics which are proving successful with his fellow salesmen.—*Ivan F. Woodrow, Vice-Pres. Automatic Washer Co., The Red Barrel, Jan., 1932.*

### The Best Way to Restore Confidence

IT HAS been suggested that a huge advertising campaign, funded by business in general, would help restore confidence in all-American business. Any effort in that direction would be merely a hopeful experiment.

What is needed is not a pool for advertising business in general, but many simultaneous, unusual advertising efforts, individually undertaken by the best of our American business enterprises to restore complete confidence in themselves individually. The collective result of such separate efforts, immediately commenced, vigorously prosecuted, courageously maintained, would be inspiring to All-American business. The paucity of advertising during the past two years undoubtedly has had a depressing effect.—*Edwin Bird Wilson, Pres., Edwin Bird Wilson, Inc., N. Y. C., Nation's Business, Jan.*

### The High Cost of Obsolete Equipment

OBSOLESCENCE means not waste alone, but loss of opportunity for better profits. A recent survey disclosed that 50 per cent of all plant equipment in American industry is obsolete. This is largely the result of continual improvements in mechanical designs of every kind.

Millions of dollars are now wasted in the United States each year through the failure of corporation executives to recognize the high cost of keeping on with

out-of-date machinery.

Equipment obsolescence is holding back trade recovery by causing higher costs and lower profits. Better machines help industry by increasing the output per wage earner. They help the worker by increasing his pay and his leisure.

We have come to a time in business and industry when long-range planning is essential. Every progressive management should establish a definite policy on equipment modernization. This policy should embrace the orderly replacement of machinery to correct both obsolescence and depreciation. It should include a reserve fund to be spent on new and better equipment. It should make provision for the scrapping of replaced equipment so that it will not again be used to build up excess capacity.—*Floyd W. Parsons, The American Printer, Jan., 1932.*

### We Won't Accept an Order at a Loss

DO CONDITIONS really make it necessary ever to accept business at a loss?

A few days ago, I had occasion to turn down an order for two carloads of candy from a chain-store organization. The business was offered at a price that would not pay a profit. The difference in price between our figure and theirs was three cents a box. That difference represented the profit and a profit that was worth while.

The fallacy of taking such business, it has seemed to us, is twofold: First, when you spend your time, thought and effort in negotiating for loss business you are killing time, thought and effort that otherwise would be spent in seeking profitable business. Second, when you take subnormal business, you are educating your trade to regard you in an undesirable light and that works against you in the future.

Take the matter of credits. We haven't varied one bit from our standard credit terms and have a normal credit turnover of eighteen days.

Similarly, therefore, we have turned our faces against free deals. The free deal does not fit in with our idea of running on clean-cut policies.

Those policies, the nerve to turn down a certain share of the business which is offered us, insistence upon observance of credit terms, and no free deals have been to a large extent responsible for the maintenance of profits last year in our own company.

As soon as it was evident that general business was taking a toboggan slide, our company formally decided not to let down any quality standards as a measure of meeting price competition. Our point of view is that advertising is a protector of profits.

Then we instituted a product research department, its sole job being to devise new candies good to eat. This, of course, we had always had, but now we segregated it, specialized its functions. It now has nothing else to do but devise new product ideas.

Then we started a merchandising department whose function was to specialize on designing packages for the new goods, improving old packages and devising improved methods of retail display.—*Harry R. Chapman, Gen. Sales Mgr., New England Confectionery Co., Printers' Ink Monthly, Jan., 1932.*



●AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers. The jobber who speaks this month does an annual candy business of \$750,000.

**A** DEAL will never make an item repeat. The dealer who loads up in order to get the benefit of the deal may try to make this item move faster but the consumer isn't interested in the dealer's deals and he won't buy a bit faster. The result is that this overstocked item stays on the dealer's shelf longer than would have been the case had he stocked a reasonable amount, with the consequence that the consumer gets stale merchandise.

If a manufacturer is in a position to reduce his price on an item, I'd prefer to have him pass that along as a straight price reduction than as a deal of some sort. Then if the item has merit it will repeat.

It is often the case that a manufacturer offering a deal wants to get working capital. Naturally he is anxious to turn his goods over quickly so he offers deals to jobbers who will pay their bills on time. The result is the jobber is loaded and he in turn loads his customers. This slows up his turnover and results in the ultimate consumer getting stale and inedible candy.

Here is an instance I experienced a while ago: A manufacturer offered a package containing 2½ boxes for the price of two. He was not content to sell a small quantity to the jobber, but insisted on a large order, having in mind that this extra half box would create more sales.

He asked me how many boxes I would take. When I told him 50, he said, "Oh, no! You should handle at least 3,000 boxes."

I replied, I was in a position to buy that number and pay for them too, but having that amount in stock would only force me to load my customers. Instead of a customer buying one box, I might force him to

buy five boxes. The dealer would then be overloaded and the inevitable result would be that the consumer would get stale candy.

I then said to this manufacturer, "Now tell me, do you think this is going to make a sale, or what is more important a friend of the ultimate consumer?"

He had no come-back.

I did not buy the 3,000 boxes but took my original 50, and by so doing, felt that I had done the manufacturer a service by thus seeing to it that his candy reached the consumer in a condition conducive to repeat sales.

\* \* \*

**I** FIND that attractiveness has a lot to do with the success or failure of an item these days. Many manufacturers fail to pay enough attention to the attractiveness of their labels.

The role of Cellophane in the sale of candy has been a big and important one.

\* \* \*

#### Uniform Count Needed

**I**D LIKE to see manufacturers adopt, as uniform, the more or less standard count. That is, 120 for penny goods, 24s and 12s for bars and other items. The present system of nearly every manufacturer having a different count on some item is confusing to both the jobber and retailer. It adds to selling difficulties. The dealers are kicking about it.

#### Manufacturers' Salesmen I Don't Like—

**I** DON'T like the high pressure bird who tries to force his goods on me. If an item is presented to me and I don't like it, I am willing to listen to one or two reasons why I should stock it—but not fifty! He should know when to stop talking.

\* \* \*

#### Salesmen I Like—

**S**INCERITY is the big thing. I like the sincere, honest salesman. He knows when and where an item will sell and does not over-stress its merits. He is dependable—sensible.

\* \* \*

**W**E like to be sold as we like to sell—not to look for big long profits, but for turnover and quality.

#### Agar Agar

(Continued from page 32)

pure also and cheaper than the number one there is a considerable demand for this selection.

#### Loss in Weight

As Agar, even when brittle, and supposedly thoroughly dried, contains a considerable amount of moisture, a shortage at times of several pounds to a bale may be experienced.

The bales at time of packing in Japan are actually packed the usual two hundred and sixty-five pounds to a bale. However, on the voyage over or after being in warehouse on this side for some time considerable moisture may be lost by evaporation resulting in this shortage. This material, however, is sold invariably to the importer here on an invoice basis of two hundred and sixty-five pounds net and it is in turn sold by him on the same basis, but the loss through dryage, as is obvious, is counterbalanced by the increased amount of water the Agar will absorb under such conditions.

#### Nadherny Becomes Candy Buyer for Walgreen Drug Chain

C. J. NADHERNY, formerly Advertising Manager of the National Confectioners' Association, has become associated with the Walgreen Drug Company chain stores in charge of candy buying and merchandising. Headquarters of the organization are in Chicago.

## TRADE MARKS for Registration

**T**HE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to *The Manufacturing Confectioner Publishing Co.*, by *Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.*

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

**LUCY LINDA**, for bread. Use claimed since April 1, 1931, by J. Weingarten, Inc., Houston, Tex.

**7 BAKER BROTHERS**, bread and cakes. Use claimed since May 13, 1925, by 7 Baker Brothers, Pittsburgh, Pa.

**CARMELCRISP**, sugar-coated popcorn. Use claimed since Aug. 24, 1931, Herbert W. Eakins, Springfield, O.

**PICKALUNCH**, candy. Use claimed since April 2, 1931, by Consolidated Candy Co., Dallas, Tex., and Atlanta, Ga.

**DJER-KISS**, pies, crackers, bread,

cakes, candies, candied nuts, candied fruits, etc. Use claimed since April 25, 1928, by Vadsco Sales Corp., New York, N. Y.

**CALIGO**, candied fruits. Use claimed since Sept. 25, 1931, by Caligo Products, Los Angeles, Calif.

Picture of small child, potato chips. Use claimed since June 15, 1931, by Havmor Food Products, Inc., New York and Brooklyn.

**SPOT**, candy bars. Use claimed since July 21, 1930, by F. A. Martocchio Co., doing business as Hollywood Candy Co., Minneapolis, Minn.

**MELLOPEEL**, candied fruit product. Use claimed since Jan. 1, 1931, by Meleta Russe, Glen Ridge, N. J.

**RADEMAKER**, coffee-flavored candies, assorted chocolate cocoa and other candy. Use claimed since 1860. Maatschappij Tot Exploitatie Van Rademaker's Koninklijke Cacao & Chocoladefabrieken, doing business as Rademaker Royal Cocoa & Chocolate Works, The Hague, Netherlands.

**NANCY LANE**, candies. Use claimed since 1928 by Novia Candy Co., Inc., Brooklyn, N. Y.

**BB FOR BETTER BREAD**, preparation or compound for use in the production of bread, rolls and cakes. Use claimed since Oct. 1, 1930. Ernest C. Miller, doing business as Customs Mill, Republic, Mo.

### Candy Clinic

(Continued from page 43)

**Box:** Two-layer, colored in lavender and black, and tied with yellow tinsel

cord. Wrapper of transparent cellulose.

**Appearance of Box on Opening:** Good.

**Chocolate Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good for this priced goods.

### Centers—

**Maple Cream:** Good.

**Almonds:** Good.

**Brazils:** Good.

**Opera Caramel:** Good.

**Chocolate Blossom:** Good.

**Raspberry Cream:** Good.

**Orange Cream:** Flavor good; cream graining.

**Molasses Coconut:** Good.

**Pignolia Taffy:** Good.

**Cherry Nougat:** Good.

**Vanilla Caramel:** Good.

**Molasses Chip:** Good.

**Cocoanut Cream:** Good.

**Chocolate Fudge:** Good.

**Vanilla Nut Caramel:** Good.

**Nut Nougat:** Good.

**Lime Paste:** Good.

**Lemon Cream:** Good.

**Peppermint Cream:** Good.

**Molasses Plantation:** Good.

**Assortment:** Very good.

**Remarks:** This box of chocolates at 60c per pound is without a doubt the best box we have ever examined at the price. Packing of box, quality of goods, coating, etc., were of good quality. Very little, if any, profit can be made by the manufacturer. We believe this box would look better were the tinsel cord left off.

## "Business Crisis Passed," Walter C. Hughes, N. C. A. Secretary, Tells Chicago Candy Club

"THE business crisis has passed and I haven't any doubt but what we are headed for better conditions, but they won't come all of a sudden," said Walter C. Hughes, Secretary of the National Confectioners' Association, in a short talk before the Chicago Candy Club January 12 at the Hotel Sherman.

Secretary Hughes emphasized his belief in the opportunity to sell candy today at a profit, despite the slow return to normal conditions. "The reason that many do not make a profit," said Mr. Hughes, "is that they haven't the courage to sell at a profit." He cited one manufacturer who had increased his sales last year by selling every pound at a margin of profit and at the same time adhering to a policy against accepting returned goods which had arrived on shipment in good condition.

He called the returned goods problem one of the most critical problems of the industry, mainly on account of the abuse of the privilege by many jobbers who hold merchandise or accept it from retailers who have held it until spoilage, without assuming proper responsibility for merchandising.

**New Committees Appointed.**—This was the club's first meeting of the year following the election of new officers. President Richard Krause announced committee appointments. The executive committee will be as follows: Chairman, John T. Poole of The George Zeigler Co.; Ben T. Lindberg, Williamson Candy Co.; Larry Cripe, broker; Charles Schweik, broker; Past Pres., Gordon S. Raymond, Charles N. Miller Co.

The entertainment committee will be headed by John L. Goggin, Mason Au & Magenheimer, assisted by a stellar trio of leaders long experienced in staging successful programs for the club. They will include John T. Poole; Lon Bencini, Planters' Nut & Chocolate Co., and Ross Fairman of Ambrosia Chocolate Co.

Membership committee will function under Lou Leckband, Schutter-Johnson Candy Co. He will be aided by Jack M. Oppenheimer, American Chiclé Co., and J. H. Slingerland, broker.

Reporting on the club's Christmas Cheer committee in distributing candy to unfortunate children in Chicago's institutions, Chairman Lou Leckband said 37 manufacturers had donated 435 pounds of confectionery, which was distributed to 14 homes and societies. All told, 300 boxes were given out.

## Schneider Heads Candy Executives' Club

**S**UCCESSING Gordon H. Wilcox of the Nulomoline Company, whose original efforts led to the organization of the Candy Executives' & Asst'd Industries' Club, J. M. Schneider of Cushman's, Inc., will guide the destinies of this organization through the coming year. As one of the organizers and past president of the Candy Production Club of Chicago, Mr. Schneider comes to his new office as an old hand at the game.

At the same time they chose Mr. Schneider as president, the directors of the club selected M. J. Maloney of the Sweets Company of America for first vice-president and David J. O'Connor of Penick & Ford as second vice-president. W. H. Haug of Mason, Au & Magenheimer and Claude J. Covert, Vacuum Candy Machinery Company, were re-elected treasurer and secretary respectively.

The club's board of directors now includes:

H. C. Baum of the National Equipment Company, C. J. Covert of Vacuum Candy Machinery Company, C. A. Dillon of White-Stokes Company, W. H. Haug of Mason, Au & Magenheimer, G. W. Headley and Peter Laureys of Loft's, Inc., H. J. Maloney, Sweets Company of America, W. F. Moore, U. S. Testing Company, David J. O'Connor, Penick & Ford, J. M. Schneider, Cushman's, Inc., F. J. Slavin, Mirror Candy Company, and Gordon H. Wilcox, Nulomoline Company.

## Nation-wide Advertising and Sampling Campaign for Mars, Inc.

MARS, INC., of Chicago, manufacturers of Milky Way, Snickers and Honey Almond Bars, have just inaugurated an advertising and sampling campaign which will be nation-wide in its scope. Using a fleet of ten attractively painted white and green trucks mounting bodies representing in design and coloring the cartons of their various bars and backed up by another fleet of seven coupes manned by advertising men, this sampling armada will tour the country distributing free samples of Mars confections, each of which will have an outside wrapper telling the consumer an interesting story about the making of these candies.

While the trucks are being used as distributing centers for samples, the Mars' advertising men will call on retailers throughout the city they are covering at the time advising them of the sampling program, improving their store displays and placing advertising matter at their disposal.

## John Doescher, Sr., Dies

John Doescher, Sr., 84 years old, candy manufacturer, died after a long illness at his home.

His father came to New York from Bremen, Germany, in 1830. He built up a large candy business here but was compelled to return to Germany because of failing health. His three sons, John, Henry and Claus, came to this country in 1865 and established the candy business which still bears their name.

Mr. Doescher was a charter member of the National Confectioners' Association. He was president of Doescher Brothers. He leaves two sons, John, Jr., and Harry.

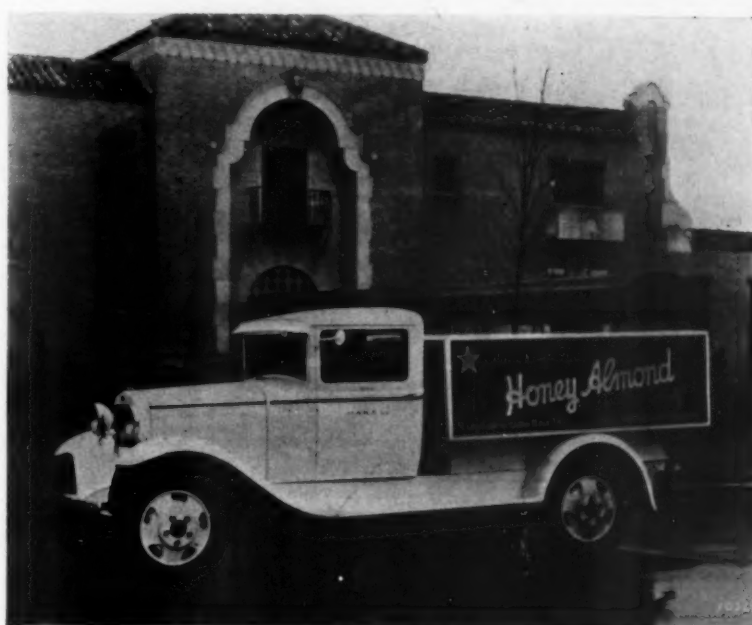
## Foss-Edmands Company Commencing Production

THE Foss-Edmands Company which was granted a charter the first part of the year will be in production by the time this issue goes to press. The Board of Directors is made up of Herbert D. Foss, Charles D. Rice and Bradford C. Edmands.

Both Mr. Foss and Mr. Rice have been identified with the candy industry for the past thirty-five years, being the founders of H. D. Foss & Company of Boston and Winona, and continuing as president and treasurer respectively up to the date of their resignation on December 31, 1931.

Mr. Edmands has been identified with the piano industry for many years being vice-president of the Mason & Hamlin Company of Boston.

The Foss-Edmands Company will occupy the five story brick factory building at 240-248 Commercial street, Boston. The company will specialize in the manufacture of high grade chocolates only and will cater to the retail trade.



## Candy Production Club of Chicago Hears Technical Speaker; New Officers Announced for 1932

A SHORT TALK on the production of gelatin and its uses in the candy industry was given before the Candy Production Club of Chicago at its monthly meeting, February 1, by Dr. F. E. De Beukelaer, in charge of Swift & Co. Gelatin Research Laboratory. A rather large attendance of members and guests was on hand at this educational meeting, held in the evening at the Sherman Hotel. Following his talk Dr. De Beukelaer answered numerous questions asked by the members regarding gelatin and its use in practical candy making. Dr. M. Strenitz of the Sales and Service Department, Swift & Co., accompanied Dr. De Beukelaer.

Following the program, results of the election of officers for 1932 held by the board of directors were announced. They are as follows: Pres.—Walter N. Whitehead, Dutch Mill Candy Corp.; Vice-Pres.—Paul A. Semrad, Semrad Chemical Co.; Treas.—Hobart J. Thurber, White Stokes Co. (reelected); Secy.—Fred H. Streit, Henry H. Shufeldt & Co. (reelected).

Three new directors to serve one year terms were chosen: Geo. Alexander; W. M. Krafft of Meinrath Brokerage Co., and John R. Taylor of Dutch Mill Candy Corp.

Education and Entertainment Committee: Paul Semrad, Chairman; John E. Clarke of Runkel Bros.; W. M. Krafft.

Plans were announced for the Theater Party scheduled for the members and their ladies March 7 to see "Marching

By." The evening's festivities will be climaxed by a buffet supper at the Sherman Hotel.

## Wm. Wrigley, Jr.

ON January 26th, William Wrigley, Jr., Chicago chewing gum magnate and sportsman, died at his winter home in Phoenix, Arizona, at the age of 70. Mr. Wrigley whose little penny sticks of chewing gum had carried his name to the four corners of the earth had long been a sufferer from acute indigestion. This affected his heart and after a short illness brought on death by paralysis.

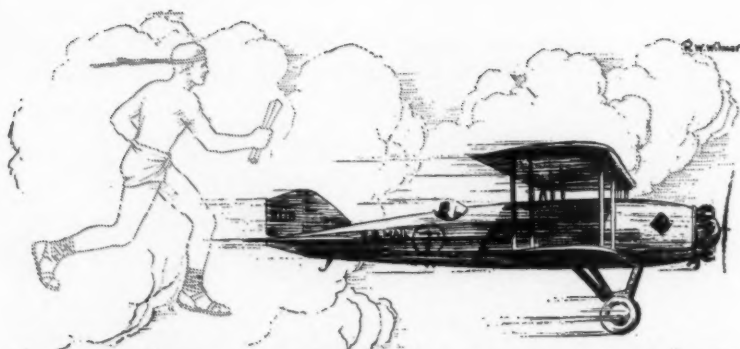
Mr. Wrigley gave full credit to advertising for the phenomenal success of his business. He once gave this advice to his son who in recent years has been managing the business: "No matter what the condition of business, never stop advertising."

While he achieved his greatest success in the manufacture and sale of chewing gum, he developed many other successful enterprises during his career. His principal hobby was baseball and as owner of the Chicago Cubs of the National League it became one of his biggest businesses.

Funeral services were held at his Pasadena, California, residence. His final resting place will be on the beautiful Catalina Island upon which he spent a fortune in developing.

## Rockwood Announces Changes

MR. CARL ROSS was named assistant director of retail sales for Rockwood & Co. W. B. Riggs was named sales supervisor for Minnesota, Wisconsin, and Iowa. The company has added an advertising display department. Richard Wheelan, sales director, reports 53 per cent increases in December over the previous year.



## AS WE SORT THE MAIL

*Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.*

### Thank You!

THE editorial contents of your January issue are of exceptional interest to our organization.

Will you kindly let us have six more copies? Just bill us in the regular way.  
I. W., Chicago, Ill.

KINDLY mail us another copy of "The Manufacturing Confectioner" January issue, annual Chocolate Edition, and oblige.

C. O. H., Chicago, Ill.

### What Price?

WE WERE interested in the "Clinic" section of The Manufacturing Confectioner for January. It seemed to us that the criticism under Code No.

probably covered our 1/2-lb. tin box of —. This surmise has been confirmed by your notice of January 19th.

Your criticism of the price paid for this box is entirely reasonable. This was the old price on this package, but has not been in effect for some time past. I am wondering whether you will be good enough to let us know when this box was purchased and, furthermore, the name of the dealer? As a matter of fact, the price on our — was reduced on November 12th last and all of our customers were notified of the reduction on that date. The price that went into effect on November 12th was 65c for the 1/2-lb. tin box and \$1.25 for the 1-lb. tin. It is, of course, barely possible that the dealer from whom this purchase was made did not receive our new price sheet which, of course, showed substantial reductions on something like forty items in our line. If the purchase was made since November 12th we would like very much to contact this particular dealer.

Incidentally, does any other code number in the January issue cover products of ours? It is, of course, gratifying to us to hear that this package met with the approval of your "Clinic." This criticism, we realize, is constructive and we are constantly on our toes in an effort to "grade up" our products.

I firmly believe that there is no one in our line today who strives harder than we to put out distinctly superior merchandise, regardless of expense. The result is we are building up a remarkably fine business among the particular stores. We have practically a daily turnover in our plant which means that orders reaching us in the morning are processed from the raw stock to the finished package and shipped the same afternoon by express. This insures fine fresh merchandise which is so important to the dealer's trade.

I don't know whether it is in line with your policy but I would be interested to know whether your permission is extended to the manufacturer to quote your criticism in his publicity.

E. F. K., Boston, Mass.

THE package in question was purchased the latter part of October—before your new price went into effect. You may quote us if you like.

### Pleased . . .

WE CERTAINLY are pleased to receive the communication from you—the second within thirty days—showing a writeup of one of our packages.

This particular package has met with a very favorable response in the market.

We had discovered the writeup of this package in the January issue of The Manufacturing Confectioner be-

fore we had received your communication.

As we have mentioned to you before, this feature in your magazine is an interesting and helpful one.

E. F. G., Boston, Mass.

## A Reminder to Fill Out 1931 Confectionery Survey Questionnaire and Return

CONFECTIONERY Manufacturers are urged by M. A. McDonell, Chairman of the N. C. A. Survey Committee, to fill out and return the annual Survey Questionnaire sent out in January. The Department of Commerce desires to publish a preliminary report not later than April 1.

"As an Industry, we are extremely fortunate in securing this invaluable assistance from the Department of Commerce," said Mr. McDonell, "as this type of information could not be secured through any other source and it becomes more valuable year after year. It indicates both the possibility of the Confectionery Industry as well as the limitations. It points out increases and decreases registered from year to year in the sale of various types of confectionery and is a graphic history of the year's performance of the entire industry. It is a contribution to the Confectionery Industry representing a value of thousands of dollars."

In the event that questions arise, manufacturers may confer with Mr. Edmund A. Flagg of the Sugar and Confectionery Section of the Foodstuffs Division, Dept. Commerce, Washington, or with the nearest member of the Survey's committee.

## Baltimore Manufacturers' Association Elects Officers

AT the annual election of officers of the Manufacturing Confectioners' Association of Baltimore held on February 1st at the Emerson Hotel, the following officers were re-elected:

William Everhart of the Everhart Candy Company, president; Jack Voneiff of Voneiff-Drayer Company, vice-president; Frank G. Uhlenberg, secretary-treasurer; the new Executive Committee includes, Louis A. Dockman of John H. Dockman & Sons, William Heinze of the Fred E. Foos Candy Company, E. H. Josselyn, Frederick W. Lipps and William H. Ponder of McDowell-Pyle & Co.

## A. E. Brooks & Co. Holds Sales Meeting

A. E. Brooks & Co. of Grand Rapids, Mich., held a semi-annual sales meeting in the Mertens Hotel the past week-end with a trip through the factory.

Lyon, Kortenhoff & Co. of Jackson, Goodrich Candy Co. of Kalamazoo and the Miller Candy Co. of Fort Wayne, Ind., were represented at the meeting, which was in charge of M. D. and J. W. Brooks, Glen Young, Fred Poel and R. W. H. Crabb.

## Western Confectioners Size Up the Situation

(Continued from page 39)

product that is retarding the sales or consumption of that particular item then he should be told, and in that manner we can accomplish some real good and lift our industry to a higher standard. We all realize we are not permitted to fix prices but perhaps the same results could be obtained—profits—if we work toward the goal quality and fix a standard for quality.

The sales of confectionery at the present time have declined approximately 14 per cent, but the tonnage is nearly the same as 1930. Profits on sales are about 10 per cent less. In other words, you candy men who in the past have used the term you "feel like thirty cents," should discount this figure and say you "feel like 27 cents."

I have refrained from using the word depression; in fact, it is a word I am trying to forget. There are many reasons for present business conditions. One is that perhaps people are living within their means. They are not buying the numerous commodities which are offered them on the installment plan, realizing it is to their downfall to purchase with only their willingness to sign on the dotted line. In fact, some are going

to extremes. People today who are working for the same salary as two years ago have no cause for complaint and should not retard progress by being too conservative in buying.

I will not attempt to predict what is in store for us this new year; your guess would be just as good as anybody's. Conditions will be as we all make them. A survey of the whole world shows the same predicament to prevail everywhere, but we should have faith and be optimistic. Inspiration, desire, hopefulness, just tempting thoughts for betterment, stimulate conditions which will bring better times and perhaps prosperity.

The American people should feel greatly encouraged by the two billion dollars made available by Congress for rehabilitating our nation's business. This should have a tendency to strengthen the markets and create a general attitude that will reflect a marked improvement throughout the entire United States and probably the world.

In the past it has been great fun to make New Year resolutions and then break them, but this year it is different. There have been many new resolutions, and it is essential that they be kept, in order to accomplish a definite purpose. This year of 1932 will be the turning point for those who have resolved to make it a basic year for future progress.

## Court Dismisses Bankruptcy Petition Against Schutter-Johnson Candy Co.

The involuntary petition in bankruptcy, recently filed against Schutter-Johnson Candy Co., has been dismissed by the U. S. Court at Chicago.

The statement of Schutter-Johnson Candy Co. showed an excess of assets over liabilities. The company enjoyed a satisfactory 1931 business, and the prospects of future growth were such that the creditors felt it sound business to arrive at an extension of time which would permit Schutter-Johnson Candy Co. to pay out without embarrassment. Especially so, since Mr. Schutter has pruned some \$52,150.00 off the expenses for 1932.

Therefore a new corporation has been formed to be known as the Schutter-Johnson Candy Corporation, which will take over the business of the Schutter-Johnson Candy Company and operate it without interruption. Officers of the new corporation are Robert L. Schutter, president; George M. Schutter, secretary; and Kenneth L. MacIsaac, treasurer. On the board of directors will be Mr. Robert L. Schutter and Messrs. Wallace Jones of Rockwood & Co. and Bert Martin of Shellmar Products Co., who represent the creditors.

The business of the company has continued without interruption. There is little doubt in the minds of the creditors regarding the successful outcome of the new arrangement, which provides that all creditors are to be paid in full. Mr. Robert L. Schutter, president, who started the business some eighteen years ago, expressed himself as very happy in the new arrangement, and optimistic regarding the continued growth of the company.

## Elects New Officers for the Coming Year

At the annual meeting of the Retail Confectioners' Association of Philadelphia, Inc., the following officers were elected:

Mr. C. W. Horton, President; Mr. T. F. Quigley, 1st Vice-President; Mr. William C. Schneider, 2nd Vice-President; Mr. A. A. Lang, Secretary; Mr. H. L. Young, Treasurer; Mr. H. C. Nuss, Mr. Chester Asher, Sr., and Mr. C. W. Reiher, elected on Board of Directors.

The new Committees: Welfare: Geo. A. Goebel, Chairman, Chester Asher, Sr.; T. F. Quigley. Legislative: M. J. Hesch, Chairman; John F. Little, John Trainer and John Young. Roller and Mould: John F. Little, Chairman; M. J. Hesch. Holiday Promotion: S. F. Laurent, Chairman; Chester Asher, Jr.; Leo Gall, Geo. A. Goebel, Emanuel Linder. Publicity: Walter Deisroth, Chairman; Theo. Marquetand, Eugene Reiley.

## Eat Sweets—Fear No Fat

Dr. Joseph L. Raulston, Jr., Says Candy, Only When Eaten Excessively Makes One Gain.

THOSE who fear to eat sweets because they don't want to get fat, can go right on and eat candy, cake and other sweet foods and dismiss fears of picking up weight, Dr. Joseph L. Raulston, Jr., of Fountain City, Tennessee, said in a radio address over WNOX the evening of January 4. The address was sponsored by the Knox County Medical Society, and was reported in the Knoxville Journal.

"There has arisen some doubts as to the use of sweets in the diet, some being afraid of acquiring too much fat. Sweets make up one of the three basic elements in our food," said Dr. Raulston.

"Sweets are essential to health. But when they are eaten in excess of body needs the unused portion is stored up in the liver as a reserve for future needs. It is only when sweets are eaten in great quantities that they are converted into excess fat.

"In time of great physical strain the stored up sweets are called upon to fur-

nish the energy required for the emergency, thus sparing the other reserves that are harder to acquire.

"A small piece of candy or a sweetened drink often serve as a needed stimulus to complete the day."

## New Jersey Confectioners Ho'd Annual Banquet

THE 23d annual dinner-dance of the New Jersey Retail Ice Cream and Candy Manufacturers' Association was held the evening of Feb. 2 at the Masonic Club, Jersey City.

The dinner was opened by Henry Hesse, toastmaster and former president of the association, and addresses were given by Ezra L. Nolan of the Hudson County Traffic Court, Walter Flynn of the Bureau of Weights and Measures and John A. Reiners, president of the New York Confectioners' Association; E. A. G. Intermann of New York and J. M. Horton of Philadelphia.

The committee in charge of the affair consisted of H. Siemsen, chairman; P. Schult, H. Precht, William Heins and John Detjen.

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DEMANDS  
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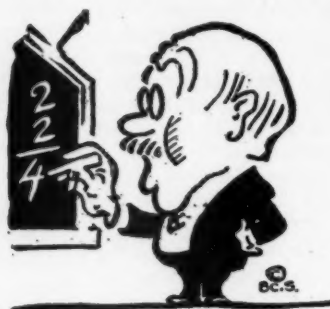
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## Swift's SUPERWHIP Gelatin

Only 2.14% of SUPERWHIP Gelatin is used to the weight of the total sugars to produce a light, fluffy marshmallow. Because of the small amount needed, the net cost is surprisingly low.

### Other Advantages

SUPERWHIP Gelatin was developed by Swift's Research Department especially for use in marshmallows. Besides economy, its outstanding characteristics are:

1. Quick whip
2. High yield
3. Quick set

Marshmallows made with SUPERWHIP have exceptionally good keeping qualities and retain their tender texture and snowy whiteness for a maximum time.

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